

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CXXV

JUNE 2, 1934

NO. 22

Coming June 22nd

"SOMEBODY MUST"

the new novel

By Alice Grant Rosman

This is the seventh consecutive year that we have announced a novel by Alice Grant Rosman. Her six previous novels have been four star hits, best-sellers all, with an average sale of 52,675 copies each. We have already told you about our advertising program, which will continue right through the Fall. (See *Publishers' Weekly* of May 19, page 1831.)

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FARRAR & RINEHART

BY THOMAS MINEHAN

BOY AND GIRL TRAMPS OF AMERICA

THE PUBLISHERS' WEEKLY. Publication Office, 19th & Federal Sts., Camden, N. J. Editorial and General Offices, 62 W. 45th St., New York City. Subscriptions \$5; Canada \$7.50; Foreign \$6; 15c a copy. Entered as second-class matter at the Post Office at Camden, N. J. Copyright 1934 by R. R. Bowker Co. London, D. H. Bond, 329 High Holborn W.C.1.

JUNE 2, 1934

2041

A
BRILLIANT NEW SATIRE
by the author of
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A Cool Million

or

The Dismantling of Lemuel Pitkin
by **Nathanael West**

to be published June 19th—\$2.00

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COVICI FRIEDE • Publishers
386 Fourth Ave., New York

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In Canada: George J.
McLeod, Toronto

2042

THE PUBLISHERS' WEEKLY

● *Published June 26*

"THE CHOICE

PROPERTY

BY

HENRY NOEL

Author of **THE WAR**

● **PROPERTY:**

The existing economic system, Mr. Brailsford brilliantly shows, has plunged the world into the severest depression of history; it has left millions to starve in the midst of embarrassing riches; it is unable to provide work for a third of the population; it has brought about the progressive breakdown of democratic institutions in most Western countries; and it is now actively preparing, by means of increased armaments, hysterical nationalism, and racial hatreds, to plunge the world again into a violent struggle for imperialist hegemony that may well mean the end of what we know of civilization.

H. N. Brailsford is the author of *The War of Steel and Gold*, published several months before the outbreak of the World War, in which he predicted the inevitability of that tragic conflict. He here demonstrates beyond the possibility of dispute the inescapable nature of the choice before us.

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JUNE 2, 1934

2043

356 Pages \$3.00 ●

BEFORE US"

OR PEACE

BRAILSFORD

OF STEEL AND GOLD

PEACE: ●

In the world today, peace has no longer the connotation of a normal state, but means merely the absence of war. Nor can the maintenance of even this artificial substitute for peace much longer endure on the basis of such pious hopes as The League of Nations, the World Court, the Kellogg Pact, or the moribund Disarmament Conference. No measures which fail to attack the fundamental cause of war can bring relief to the overwhelming majority of men in all countries who are sure to lose in any war no matter which side wins. The only hope for civilization, Mr. Brailsford concludes, is the abolition of the institution of private property, with its corollaries, imperialism, war, and destruction.

His previous book has earned him the right to be heard, and all thoughtful Americans will do well to listen to what he has to say about the condition of the world today, and, in particular, his trenchant observations on the so-called Roosevelt Revolution.

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A.P. Herbert's "HOLY DEADLOCK" tops all fiction best-sellers in England..

In the Fiction section Holy Deadlock (Methuen) tops the list with eleven mentions. This book was Mr. Howard Spring's Evening Standard selected book of the month. Next, *entire each copy*

—from The Bookseller (London)



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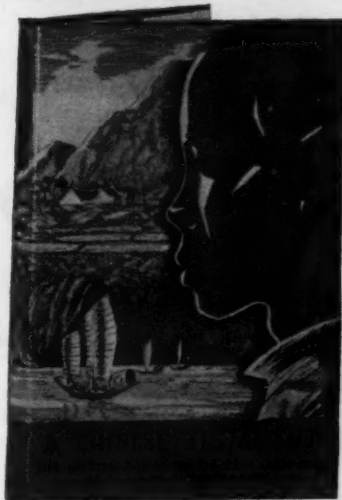


"Thou shalt commit adultery—if you want a divorce," says British law, and around this situation—just as true in this country as it is abroad—Mr. Herbert has written a novel so rich in wit and zest and joyfully malicious humor that an enthusiastic English press is saying, "Here is the genius of the author of **THE WATER GIPSIES** at its gorgeous best." We shall publish the book on July 25th—\$2.50.


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A Chinese Testament
—Coming June 12.


 There have been a number of very fine books about China these past two or three years. All of them, however, have been written by Americans. This one, so far as *Your Correspondent* knows, is the first one to express the native Chinese point of view.


 It is the autobiography of *Tan Shih-Hua*, written in collaboration with *S. Tretiakov* (you may remember him as the author of the play *Roar, China*) and it is translated from the original Russian. In Soviet Russia this book has been a huge success, and in Germany it was well on its way to an equal success (it had run up to 30,000) before the Nazi régime clamped down on it.


 At this writing, a few advance copies have gone out and they have resulted in some glowing advance reports. PROFESSOR JOHN DEWEY of Columbia thinks very highly of it. GEORGE (Tinderbox of Asia) SOKOLSKY—known affectionately at *The Inner Sanctum* as *Sok*, not only has written that he regards it as the best and most authentic book that has come out of China in years, but each time he visits or phones, he inquires about advance response from The Trade. Which has been practically nil. To date, only *Elizabeth Riley* of *Brentano's* has read it. She is not only personally enthusiastic about it, but predicts Big Things. This seems to bring it clearly into the Little Acorn Department. The advance sale to date is less than 900 copies.


 Publication date is June 12th. Price \$3.00. We think you'll like the format. Jacket by KURT WIESE. Copies will be sent gratis in response to the first twenty-five requests.

 *The Unpossessed* is a best-seller—it is the first first novel to break into the New York Times' Monday listings for New York in a long time. But at this writing the sale is pretty largely in New York City. 1345 copies were sold during the first week after publication, and 1396 copies the second week, which ended Friday.

 We have found that when a book starts in New York it is generally a matter of two or three weeks before its success spreads out to other cities. In this case we believe it will take longer. Can't say why. Just a hunch. But, trotting along hand in hand with that hunch is another: people out of New York are going to take to *The Unpossessed*. Reason: it takes such a healthy poke at the particular kind of New Yorker, the "intellectual," that most of the United States can't stand. Watch the demand begin around June 10th. Third printing off press. Paper for fourth ordered.

 Weekly totals on *Nijinsky* during the month of May: 882, 784, 837, 431, 705. (The first week includes part of the last week in April.) This book has developed remarkable staying power, and, judging by orders at the beginning of this current week, seems to be gaining ground rather than losing it. Y. C. has heard more unsolicited comment about *Nijinsky* than about any book on the Spring list. If all advertising were dropped, it would in all likelihood keep going at a merry clip until Fall. As insurance, however, we are planning a continued medium space advertising campaign to run throughout the summer. This book has long ago run through the specialized audience of dance-lovers that a book about a great dancer naturally has. People have begun to realize that it is also a grand story in its own right.

 Aside to Contract players in the trade: read *Master Contract*, by P. HAL SIMS. (It's about 20% bigger than *Money Contract* and about 25% better.) You should pick up about 1000 points per session of play as a result. Which, in these pre-dog-days, is not to be sniffed at.

 *Flash News: Modern Art*, by Thomas Craven, published two weeks ago, is listed as a best seller in *Philadelphia, Boston, Washington, St. Louis, New Orleans, Atlanta and Chicago*. . . . Watch for a large space new campaign which attempts to capture some of the glamour and excitement of the book itself. . . . The vacation season is hard upon our heels, a conclusion we could come to by simply looking at the rising sales, week by week, of *Fun En Route*, the book which is to be given to anyone going away anywhere in any way at any time, as we have pointed out elsewhere. . . . The bewhiskered *Fun In Bed's* sales are averaging over 200 a week. . . . It generally outsells its offspring, *More Fun In Bed*, in spite of the fact that it has been published over a year and a half ago, and also ignoring completely the fact that *More Fun in Bed* is actually the better book . . . one of the many Publishing Puzzlers which are a source of constant astonishment to

—ESSANDESS

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"Thus the annual has a ready reference value and is useful in finding out what books are in print and thus readily available when titles are mentioned in bibliographies or when a lost or missing book is being paid for."

F. W. K. DRURY, *Carnegie Library of Nashville.*

The cost of having a catalog or price list included in this Annual, is less than the cost of postage alone to mail it to all the important buyers in the book business in the United States.

Publishers who were not represented in last year's Annual are invited to send their catalog or price list for an estimate of what it will cost to insert it in this year's edition.

R. R. BOWKER CO. (*The Trade List Annual*) 62 W. 45th St., N. Y.

JUNE 2, 1934

2051

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SPRING, 1934

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MAN'S FATE

(LA CONDITION HUMAINE)

by ANDRÉ
MALRAUX

TRANSLATED BY HAAKON CHEVALIER

Harrison Smith and Robert Haas, 17 E. 49 St.
New York; in Canada, George J. McLeod, Ltd.

MAN'S fate is this: that no one shall ever know him as he knows himself. Even in the midst of violent action, surrounded by thousands of comrades spending their blood in a common cause, man's soul walks alone.

This great novel is a study of the human personality at an hour of grave crisis. André Malraux, its young author, has been an adventurer, a revolutionist; he has broken laws and conventions, robbed temples of their sacred idols. But he has fused his experience with thought, and the Goncourt Prize, awarded him in 1933, is the public recognition of a great writer and his great novel, **MAN'S FATE**. "Since the Prix Goncourt was given to Marcel Proust the members of this academy have perhaps never crowned a writer as important as André Malraux," writes one of France's leading critics.

It is not too much to say that **MAN'S FATE** has completely revolutionized French literature, and it may that of the rest of the world as well. Trotsky has written a long and penetrating analysis of it which will soon appear, and the book itself is being adapted for the Russian stage. It has been translated into eight languages.

**TO BE PUBLISHED IN THIS
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Our Fall Announcement List, ready June 15,
will include the following books:

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Half Mile Down, telling about his bathysphere descents into the sea. The last chapter will record his most daring dive, now being undertaken in Bermuda.

WILLIAM SEABROOK'S

The White Monk of Timbuctoo, the long-awaited biography of Pere Yakouba, who was briefly introduced in *Jungle Ways*.

CARL VAN DOREN'S

Modern American Prose, an anthology of American prose since 1914. Sixty authors (a "Who's Who" of modern writers); over a half million words; to be sent out by the Literary Guild in August.

KATHERINE ANNE PORTER'S

The Devil and Cotton Mather. The first full-length book by an American writer whose brilliant reputation stems from *Flowering Judas*, a book of short stories.

E. H. YOUNG'S new novel

It has no title yet, but it will be ready for October or November.

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HARCOURT, BRACE & COMPANY, 383 MADISON AVE., NEW YORK

THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

JUNE 2, 1934

The Awakening Social Field

Any Era of Great Change is an Era of Opportunity for Book Publishing

F. EMERSON ANDREWS

Manager of Publications, Russell Sage Foundation

I

IT IS ANYBODY'S GUESS whether the current excitement over codes, hours of work, and planned production is the finale of a severe but relatively short depression, or simply the first act in a long and tremendously important drama of accelerating social change. Whichever it is, there are some aspects which can be turned to the advantage of publishing. And if this should really be the beginning of a long period of rapid social change, there is probably a whole new field of books open to successful promotion.

Let us look back a bit. In spite of the human tendency to suppose that things will stay much as they are, period after period of sweeping change has come in the past, each affecting one field of human interest. Some four hundred years ago there was the Reformation. Primitive as publishing then was, the Reformation released a flood of controversial religious books. It also made the greatest single contribution to even the financial side of publishing that has yet been recorded. It took the Bible off its chain in the cathedral and made it a popular best seller. Today, more than four hundred years later, the Bible still far outsells any current book. *Anthony Adverse* in its best year does not begin to approach its record for any year.

Some hundred and fifty years ago the upset was political—the rise of democracies. Any one familiar with Americana knows how tremendous an effect that had on American publishing, how the presses of the young republic

turned chiefly to political books and staggering editions of pamphlets.

We might continue through other later changes—evolution, the coming of the machine, the era of invention. But I think the point is sufficiently clear that any era of great change is an era of opportunity—in that field—for book publishing.

The social changes which have occurred since March 4, 1933, or those which are feared or hoped for, promise such an opportunity. I have already disclaimed any special knowledge as to how long it will last. But while popular interest remains at the present fever temperature, one might expect that books in the social field would profit.

Let us see if there is evidence of popular interest in books in the social field, discover what handicaps such books may still be under, and discuss together what can be done to give them the wider distribution they ought to have if they are to serve their purpose, and must have if they are to bring substantial income to the bookseller.

II

There is a tradition that books in the social sciences have only a small and highly specialized clientele. This was once true of most publications in this field, and is still true of some of them. But there are now enough exceptions to make the old tradition more dangerous than useful.

Some two years ago a book was published bearing a title which was later borrowed and

made the most prominent catch-word of our day—Stuart Chase's *A New Deal*. It has sold a total of 31,323 copies, which is better than the vast majority of novels ever do. All the trade knows how Mr. Roosevelt's first book sold (after the hubbub of the withdrawn copies), and it is finding out how *On Our Way* is going. Members of the Brain Trust and of the Cabinet have become authors in a wholesale way, and most of their books have gone well.

These, it may be said, are books which only happen to be in the social field, but have sold chiefly because of personalities. Then consider the case of *Recent Social Trends*. Here is, not a single book, but a set of two ponderous volumes, priced almost prohibitively at \$10.00. The many authors are more noted for knowledge in their special subjects and for ability in research than for literary genius. Yet *Recent Social Trends* sold 5,186 sets up to the end of February, not counting the sales of the newer one-volume textbook edition.

Many books in the social field are even more highly specialized than *Recent Social Trends*. Not infrequently, they pile up surprising totals. An example from our own list is Mary E. Richmond's *Social Diagnosis*. It was published in 1917—seventeen years ago—and has never been revised. No advertising, no circularizing, no special publicity of any sort has appeared concerning it for perhaps ten years. Yet it has rolled up a grand total of 21,346 copies sold, and is still going at the rate of about a thousand a year. This is the more remarkable when its highly specialized nature is considered, together with the alleged fact that 72% of all non-fiction titles sell less than 2,000 copies.

Perhaps we have enough examples. It should be clear that books in the social field were probably never as dead as reported, and under the stimulus of present keen interest, they may be made profitable to the book industry.

III

Something should be said of the special nature of these books, which is at once their handicap and their advantage.

Most books in the social field spring from some cause considered especially worthy by their author or a sponsoring organization. It is an open secret that most of them are subsidized in some form, either through issue by special publishing houses which attempt to

make no profit on their books, or—if they come from a regular commercial publisher—by cash subsidy or an advance "sale" of several hundred copies.

On the one hand this is an advantage. Needed specialized books, which would never appear on a purely commercial basis, secure publication. Lower prices can be set than for general books which sell in editions of comparable size. The wish to make his findings generally available often induces the publisher to arrange tremendous publicity campaigns, surpassing in skill and extent anything trade publishing has ever attempted. Literally thousands of extended news notices are commonplace with these books. Perhaps an all-time record for publicity of this sort was attained by *Recent Social Trends*, which within two months of publication had secured 2582 newspaper clippings, 1013 editorials, 216 magazine notices, a 40-column special section in the *New York Times*, to say nothing of further notices and articles which flooded in later.

There have also been disadvantages. In earlier days, the non-commercial publisher, who issued his book at bare printing cost and himself absorbed the heavy incidental charges, was apt to feel he had done enough. Surely the bookseller could not expect the book to be offered him at less than it actually cost to print. Meanwhile the bookseller, intent on making his not luxurious living and himself not subsidized for philanthropy or social betterment, quite naturally refused to stock such books and not infrequently would not even handle orders for them. The discount troubles are now nearly all past history; the Foundations, the University Presses, the other special publishers grant standard discounts almost without exception; but every now and then one encounters booksellers who do not know this, and who therefore miss entirely the chance for added profits which this field offers.

In the hands of the commercial publisher, the subsidized book also suffered. Anyone who has attended a sales conference and watched the faces of the travelers when they learned that a certain book was a.f. (author-financed) knows how much selling time those titles got at the bookstore. Other books, if not sold, would mean a loss to the company on its own gamble, with sure repercussions in the salesman's direction; if time was short, the subsidized titles could be neglected

with the knowledge that at least there would be no loss on them. This is very human, understandable, and perhaps inevitable; but it does mean that books of this type—and most social studies are of this type—have received less sales attention than they deserve. This has been bad for the books themselves, bad for their reputation as compared with other books in the publishers' lists; it has also been bad for the bookseller, who might have made more profit from them than from the publishers' doubtful gambles urged upon him in their place.

The complaint is made that social studies are frequently badly written, full of stodgy technical phraseology.

I think this has often been true, but is less so now. Writers who were primarily investigators and who were certain of the publication of their manuscripts did not have the stimulus of the critical reader-minded editor, nor the sharp goad of knowing that their findings would go unpublished—no matter how worthy—unless they managed to present them in a style inviting enough to ensnare at least two thousand readers.

These goads are still missing, but recently a perhaps stronger one has taken their place. It has dawned upon workers in the social field that desired changes require more than the discovery of facts—by the investigators. Those facts must also be “discovered” by a wide circle of readers before there is the remotest chance, in a democracy, of their being put to work. So, many publishing organizations in this field now have skilled writers attached to their staffs; their editors, always noted for meticulous accuracy, are now showing an equal concern for style. Publicity councils are organized, with branches all over the country, which chiefly emphasize effective presentation. In some cases (which the bookseller will remember) the findings of experts have been given to a writer of recognized skill, and he has issued the book under his own name. The social field has developed a few first-class writers of its own, among whom I should certainly nominate Stuart Chase. Books are given life by illustrations, by good typography, even by “selling” jackets.

Along with this positive improvement in the books has gone what seems to be a change in public taste. Such hopeful changes have been announced so often that I shall warily yield the platform. I give you, ladies and gentlemen of the booktrade, not the solemn

report of a fact-finding commission nor the word of an Association for the Improvement of Anything, but the opinion of Alicia Patterson, book editor for the tabloid N. Y. *Daily News*, as quoted in the March 17 issue of the *Saturday Review of Literature*:

“The change in public taste is extraordinary. A few years back Edith M. Hull and Elinor Glyn were leading the best seller lists. . . . Today we find Pearl Buck and John Masefield and Oswald Spengler are the favorites. Does it mean that those people who bought *The Sheik* in 1922 aren't buying books today? That doesn't seem very probable. Or does it mean that public taste has become more serious? I think it has. . . . The world is in too much of a mess for people to be satisfied with love nests or Elinor Glyn. Their pocket books are thinner and they want to know the reason why. They want to know about Mr. Roosevelt and the NRA and the Communist Party and Hitler. . . . They are looking for something more substantial to gnaw on.”

IV

What to do?

First, I suggest that the bookseller take nobody's word for these opinions, but try them out for himself.

Let him choose a few books from the social field which promise to be popular, and a fewer number which are technical, stock them, give them at least the display he would give to other important non-fiction—and see what happens.

In the popular bracket the spring's offerings look promising from the sales point of view. Among those either published or promised one might mention Mr. Roosevelt: *On Our Way*; Stuart Chase: *The Economy of Abundance*; Tugwell and Hill: *Our Economic Society and Its Problems*; Norman Thomas: *The Choice Before Us*; Lillian D. Wald: *Windows on Henry Street*; William F. Ogburn: *Social Change and the New Deal*; George Soule: *The Coming American Revolution*; Lauren Gilfillan: *I Went to Pit College*; “Unofficial Observer”: *The New Dealers*; O. M. W. Sprague: *Recovery and Common Sense*; James H. Tufts: *America's Social Morality*; the John Day pamphlets. Etcetera.

In the more technical bracket novelty is not so important. To some extent the bookseller can be guided by his own past experience. If

he has been bothered by special orders for certain titles a few times, let him try stocking and displaying these titles. The results may amaze him.

Let him also familiarize himself with the catalogs of the publishers who specialize in the social field, so that he will know where to turn when inquiries come. The University Presses do a good deal of this publishing, especially the University of Chicago Press, Columbia University Press, the University of North Carolina Press. Several of the Foundations publish exclusively in this field, of which my organization, the Russell Sage Foundation, is an example. There are other special publishers. Some of the commercial houses have unusual quantities of books in the social field, among which one might mention Macmillan and Appleton-Century.

The enterprising bookseller may also find it profitable to do some positive promotion. Recent developments have entirely altered the conditions affecting this type of book. One of the factors is the increase in reader interest, which has been gradual for a decade and is now suddenly at fever temperature.

Another factor of very great possible importance to the bookseller is the unfortunate situation of most libraries. In the past, they have been the chief reliance of many people who needed books in the social sciences. Now great numbers of them are in hopeless budgetary difficulties, which seem liable to continue for at least another year or two. They cannot buy the new books in the social field which some of their readers simply must have. Two things may happen. The reader may never get the book at all—or the bookseller may reach him at the right moment and make not only a sale but possibly a new book buyer.

Since promotion is not likely to be profitable unless it is wisely directed, which groups of people are most likely to be interested? The field is surprisingly large. I give national figures; the bookseller will decide for himself how many from each group are in his community, and whether he can profitably reach them.

The 1930 census listed 31,241 social and welfare workers—or some 2,000 *more social workers than librarians*. There are still more now. And every social worker is a good book prospect both by academic training and by the technical necessities of his (more likely, her) profession. There are about 2500 college professors in the single field of sociology. In our experience clergymen have been particularly interested in social problems, and good buyers of books in spite of limited incomes; there are 148,000 of them.

These are some of the more obvious specialized groups. But many books in the social field have a general appeal, not limited to any group that can be named but requiring display before Mr. John Citizen will come in and buy. Others have possibilities with women's clubs, with debating societies, with political groups. Each one is apt to have special possibilities with some group in your community.

Remember, also, the opportunities presented by particular occasions, such as social work conferences, meetings discussing emergency relief, and the like. Most of the highly-organized conferences have book services on the spot, but even here there is an opportunity for the enterprising bookseller. I remember a day in Minneapolis when I was besieged by social workers who wanted to buy copies of *Changing Psychology of Social Case Work*, a book we did not publish. Not a single copy was available at any bookstore. Anywhere from 40 to 100 could have been sold for spot cash in one hour—if they had been there.

And finally, if a customer buys a book in the social field, put down his name. Put down his name even if—perhaps especially if—he fits into none of the organized fields we have mentioned. For with a little cultivation that customer will buy many other books which carry him a little deeper into the questions the first book has raised. Books in the social field are apt to be self-infectious. With some cooperation between the trade and current events, they may become a general epidemic—to the considerable profit of Dr. Bookseller.

A checklist of books on past and present economic thought, the third in the new series of American Book Councillor Lists, appears on page 2079 of this issue. This list has been checked by William T. Ham, assistant professor of Economics at Harvard University



Travelers Talk—

Joseph V. Carroll

Blue Ribbon Winner

HURD WHITNEY

of William Morrow & Co.

YOUNG MAN, GO WEST! Young man, stay at home!

Which is the better advice?

There is a strange parallel between the early careers of Joe Carroll (Blue Ribbon, Reynal & Hitchcock, John Day), and Leon Welker (Appleton-Century). Both began with Appleton's as office boy, both went the identical route of minor jobs, both ended a phase as assistant to Al Clinch.

Then Ed Ketchum resigned to go to Bobbs-Merrill, asked Joe if he would like to come along too. Joe would. And here the parallel with Welker ends, for the latter has remained with Appleton. But both have made successes of themselves. *Answer:* It's the man, not the locale, that counts.

Toward the end of Joe's first week with Bobbs, someone discovered that the new Rives book, "The Valiants of Virginia," had not been sold to McDevitt-Wilson. The regular salesmen were away. The someone looked over the office, noticed the tall, blond newcomer, tossed him a sample and said "Git!" Joe came back with 250, a fine order even in those pre-war days of big buys. (And failed to mention that he had protected 150 of them!). The books were sold and reordered, and Joe sighed, privately, with relief. This brought a delighted letter from Mr.

Bobbs in Indianapolis, and a command that Joe take the first train out.

Thus Joe Carroll, at twenty-one, became a book salesman.

In five or six years 1916 came along and Joe's National Guard outfit (69th Reg't, N. Y.), packed kits for duty along the Mexican border. He wavered between thoughts of El Paso, and his job. He slept a night on them, next morning resigned from Bobbs, for a year enjoyed lugging a Springfield in warm country, suddenly discovered himself on the Atlantic bound for France with the Rainbow Division.

The ill-fated Joyce Kilmer was a member of Joe's regiment. Kilmer's "Rouge Bouquet," which contains the exquisitely ironic lines:

Go to sleep!

Go to sleep!

*Slumber well where the shell screamed
and fell.*

—describes the battle which was their joint introduction to the trenches.

Back from the war, Joe wrote to his old friend, Ed Ketchum, asking where he might find a job. Ed got him one under Ben Ticknor selling Boston and New England for Houghton Mifflin. After seven and a half years, he resigned to take the sales-manager-

ship of newly organized Coward-McCann. He was directly responsible for the large sale of one of their first books, Wharton's "Squad," his army experience telling him the story was true to life.

Then Gene Reynal invited him to take over the Middle-West and the East for Blue Ribbon, and of the success attendant upon this you know.

Joe was born in Arnold Bennett country—in Staffordshire, what's known as the Five Towns region. His father was a wholesale grocer—possibly that's why he is so large physically. He lived, later, for some years in Ireland before coming to the States. Joe

says he's an Irishman born in England, that he's often taken for a Swede or a German, but that he's proud to be American.

He reads voraciously—biography and adventure, mainly, and everything he can find on the War. He takes his selling with great seriousness and makes it a point to read every book he handles whether it's of interest to him personally or not. His predilection is for current literature—hence the new Reynal & Hitchcock setup appeals to him enormously—but you can't fool him about the material between the covers of a Blue Ribbon dollar book either.

Or about anything else, for that matter!

Lecture-goers Read Books

*Survey of Audience at Dr. Preston Bradley's Book Lecture Shows 70%
Read at Least One of the Books Recommended*

DOROTHY DOCKSTADER
of the Chicago Daily News

DO PEOPLE THAT GO TO LECTURES about books attend such book talks instead of reading? Do the book talks cause people to read?

Do they cause people to buy books?

These are questions which frequently come to the minds of booksellers as well as book publishers. The information below was compiled from questionnaires distributed to half of the audience at the last of a series of book talks delivered by Dr. Preston Bradley, The Peoples Church, Chicago. It is not unusual for the Church Auditorium holding 1,700 people to be completely filled by seven thirty or earlier for an eight o'clock lecture. People begin to arrive at six o'clock. The lectures are not broadcast.

The total attendance for the series of 34 lectures, according to actual statistics kept by the church, was 38,390 . . . an average of 1,555 per lecture. This included no count of the hundreds who were turned away for lack of space in the church. It was not until the last Wednesday in January that an additional room in the church edifice was thrown open to the public, where they listened to the lectures by means of an amplifier. On February 14th another room was made available, which increased the capacity to approximately 2,000. Even then hundreds of disappointed people were turned away.

Among the questions asked Dr. Bradley's audience were these:

Which books did you read?

Which books did you borrow from a rental library?

Which books did you purchase for your library as a result of Dr. Bradley's recommendation?

70% of the people who attended the lectures read from 1 to 23 of the books recommended.

30% of the people attending did no reading. Some say poor eyesight prevented reading and others say lack of funds prevented even renting books.

31% of the people who attended lectures bought books.

The five lectures on current books that drew the largest crowds were:

"The Mother"	2100
"On Our Way"	2100
"Three Cities"	2000
"Work of Art"	2000
"A Modern Tragedy"	1900

Hundreds were turned away because the church auditorium and the additional rooms available were completely filled.

"The Crowded Hours" lecture attracted a capacity audience of 1,700 (the additional rooms with loud speakers had not then been opened to the public).

According to the questionnaires filled in, each person attended an average of 4.265 lectures during the season.

Inasmuch as the total attendance for the season was 38,390, this would indicate that approximately 9,000 different individuals listened to Dr. Bradley during the book lecture season.

The questionnaires indicated that 31% of those attending bought books during the year, indicative that approximately 2,700 people were book buyers. Those who bought books average 2.36 books bought per person.

According to the questionnaires filled in, 70.4 books were bought (during the season) for every 100 people attending the lectures.

If 70.4 books were bought for each 100 individuals attending the lectures, then 6,336 copies of the 24 books discussed were purchased by the 9,000 individuals attending, or an average of 264 books per lecture.

The current books of which the largest number were bought according to the questionnaires were, in the order of their popularity—"Anthony Adverse," "The Mother," "Within This Present," "Precious Jeopardy," "Crowded Hours," "No Second Spring," "Robber Barons," "Oil For The Lamps Of China," and "Three Cities."

Those read by the largest number of people were, in the order of popularity—"The Mother," "Within This Present," "Anthony Adverse," "Crowded Hours," "Oil For The Lamps Of China," "More Power To You," "No Second Spring," "Work of Art."

It is interesting to note that, although "Anthony Adverse" was purchased by almost twice as many people as any other book, there were two titles that were read by larger numbers of people, according to the questionnaires.

If the deductions drawn from the questionnaires are used as a base, the indication is that the largest number of books of any one title bought during the year as a result of Dr. Bradley's book talks was approximately 1,020 copies of "Anthony Adverse." The questionnaires indicated that "The Mother" was read by the largest number, roughly 2,454 people.



Dr. Preston Bradley

4.5 books were read for every one purchased, indicating that approximately 2 were rented to one bought.

An average of approximately 3 books were read during the season by each individual attending the book talks.

Approximately 26,110 books were read, 6,336 books bought (an average of 272 books per lecture).

Approximately 5,692 books borrowed from friends (an average of 237 per lecture).

Approximately 14,972 books were rented (an average of 575 per lecture).

Thus: 24% of the books read were bought, 21.8% of the books read were borrowed, 54.2% of the books read were rented.

Because of Dr. Bradley's success in influencing the reading and buying of books in Chicago his own story as to his method of reviewing is interesting as related (verbatim) at the opening of one of the season's book talks:

"I have learned, from our winter evenings together in the review of these various books, several things about the ethics of book reviewing. When I started in doing it somewhat intensively (as I have this season), I didn't know that there were any particular ethics about book reviewing. Not being a writer or a professional reviewer in any sense of the word, I was unaware that there were certain circumscribed ideals or ethics which one ought to follow in discussing a book. But since I have been doing it this winter,

I have received some very interesting reactions by way of letters and telephone conversations and what not, all to this effect: 'Dr. Bradley, just what do you *call* what you are doing?' Which started me thinking about the matter.

"It seems that there are two or three standards by which literary people judge book reviews and book criticisms. First, there is the fidelity to the story itself; the question as to whether or not it is the business of the reviewer to relate the story. Secondly, there is the consideration as to whether or not the person discussing the book should take out of the story certain outstanding creations of the author, link them up with a philosophical treatment, and thereby intensify the message of the writer to the one who comes in relationship with the review,—to do all this without attempting to render in detail a description of the entire book.

Thirdly, there is the belief that it is the business of the reviewer only to give his personal reactions to the general work as a whole, eliminating a great many of the details and a great many of the more technical aspects of literary composition.

"Now, they tell me that I don't really do any of these things, and it places me in a sort of quandary. I am, of course, trying to see these books through the eyes of the author but, after all, in a deeper and more impressionistic sense:—how the whole thing as a general work of art produces a particular effect upon me and then how I can best distribute that effect amongst those who listen to me. I don't know whether you would call that book reviewing or not; I don't know what it is; yet that is the manner in which I am attempting to treat these books."

Norfolk's Attractive Bookshop

The Beacon Book Shop Is a New Enterprise Which Is Rapidly Making a Place for Itself

NORFOLK, THAT BUSY seaport with a hundred and twenty-five thousand inhabitants, has had for the last few years a new enterprise in the Beacon Book Shop, founded and directed by Rita Hofheimer, assisted by Rosa Heath. The shop was started in 1927 on Market Street, but now has had for four years a corner location on College Place, a block from the retail center.

The ample space, about 30 x 35 feet, is provided with many windows on the street and is a step or two down from the sidewalk, so that the whole shop is a book display to the passerby. On two of the smaller windows the bright jackets of new books have been pasted instead of using the books themselves, a colorful effect prominent even across the street. In this location Mrs. Hofheimer has found that her shop can appeal to both men and women, and a busy rental library has an equal number of men and women in its membership. Norfolk has many women's clubs, which have also been loyal.

Mrs. Hofheimer has started two branches especially for rental library purposes, one in Portsmouth across the bridge and one in the Law Building, Norfolk.

The store has made a very decided effort to carry a well-rounded stock for the most discriminating readers. There are generous shelves of standard classics in separate editions at different prices, and it would be an ultra-particular reader who could not find something to suit his taste. The last few years have been hard on the selling of staple books, as Mrs. Hofheimer has to admit, but there has been a satisfaction in being able to offer the city books of that type and, although the rental library has remained the rent payer during the depression, since the first of the year there has been a looking up in business.

The Beacon Book Shop identified for us one competitor to the rental library which had not been pointed out by others. Many of its women clients had turned for a while last winter from books to knitting, a new form of competition that was hard to meet. In building for another increase in membership in the library, the plan is now being put forward of offering a handsome book prize among new members thus promoting the idea of home library building, while increasing book borrowing in the library.



Above: This picture shows only a half of the interior of the Beacon Book Shop in Norfolk, Va. Note the well-planned use of wall space for display of books. Below: The exterior of the Beacon Book Shop showing but one of several show windows



THE Publishers' Weekly

The American BOOK TRADE JOURNAL

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FREDERIC G. MELCHER

MILDRED C. SMITH

SANFORD COBB

ALICE P. HACKETT

ALBERT R. CRONE Publications Manager

LOUIS C. GREENE Advertising Manager

June 2, 1934

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

No Chiselling on New Editions

BOTH BECAUSE of the clear wording of Section 3 of the Booksellers' Code and because



WE DO OUR PART

of the very adequate discussion of that section when the Code was being formulated, there should be no atom of doubt that the rule against price-cutting applies to new editions as well as to new books. "Except as here-

inafter specified no bookseller shall sell or offer for sale any copy or edition of any book during the first six months after the publication date thereof at a price lower than the publisher's published price thereof."

Certainly a new edition has a publication date just as does a new book. Its issuance is managed in the same way as a new book. A new edition, unlike a mere reprinting, has its own special expense in preparation, perhaps new illustrations, new format, a new publisher (as in the case of a popular copy-right) or inclusion in some uniform series. Unlike mere reprinting of a book, a new edition has behind it some fresh investment, fresh listing and advertising, an investment

that will be jeopardized by use under the old loss leader method.

There ought to be no doubt on this important point. Why shouldn't the new edition and reprint publisher be given a chance? The public's reception of this short term price maintenance feature of the Booksellers' Code has been very understanding. The public has in general understood the issue, a fair deal to an important, if small, field of retailing. Let's have no chiselling on new editions.

Travel at Home

PROPAGANDA will not be required to persuade a large number of people to do their traveling near home this year. The low state of incomes, the need of keeping in touch with trade developments in this country and the changed value of the dollar abroad will influence vacationers in their decision to travel by automobile and train.

This gives the bookseller fresh and much appreciated opportunity to emphasize to the passing tourist as well as to regular customers the travel or the sport books that are of regional interest. Filling stations have taken away much of the map business, but there are scores of good books on the travel and sport aspects of our country from the woods of Maine to the Pacific shore. The great national parks are sure to be among the chief objectives of tourists, and all of these have their literature which, when effectively displayed, will find readers.

We suggest that booksellers might well select the week of June 10th as National Travel Week and get a cumulative effect if there were displays in all parts of the country at that time. The more dealers there are who will cooperate in such a display, the more effective the occasion can be in arousing attention to the vast amount of good reading available in every bookstore which can add enormously to the enjoyment of a summer's vacation.

BOOK COUNCILLOR LIST

The third of the new series of American Book Councillor Lists, this one a list of books on past and present economic thought, will be found on page 2079 of this issue. Copies may be ordered from the R. R. Bowker Co. at \$4.50 a thousand, 60 cents a hundred or 15 cents for 10 copies.

The Public Likes Pictures

IT HAS BEEN one of our growing convictions that there is increasing evidence of the reading public's interest in pictorial books, books consisting chiefly of photographs and each volume on some special subject. An example of this type of book which has just come to hand is "Men, Fish and Boats," a pictorial story of North Atlantic fishing, from *Morrow*. *Morrow* has previously issued a similar book called "Yachts Under Sail," which achieved immediate success.

The new Offset process makes this type of book increasingly attractive, and no one can look at one of the best of these volumes without realizing that no book of text could be quite so vivid or quite so entertaining to the reader in certain moods. The *National Geographic Magazine* has for years been an outstanding indication of the public's interest in having subjects of good current interest pictorially presented. We believe booksellers will do well to watch this tendency and to take full advantage of the trend of buying interest that is developing.

What the Clergy Think

THE TREND OF OPINION among the ministers of the country, and therefore the trend of their present reading tastes, is given an interesting analysis in a survey that has been made by Kirby Page, editor of the *World Tomorrow*, and printed in a pamphlet entitled "20,870 Clergyman on War and Economic Injustice." This questionnaire analyzes the opinions of this great group of clergymen from a score of different sects on such questions as the League of Nations, military training, taxation, employment insurance, and present economic organization.

To the question, "Which economic system appears to you to be less antagonistic to and more consistent with the ideals and methods of Jesus and the noblest of the Hebrew prophets?" 18,324 replied, "A cooperative commonwealth" and 1,035 "Capitalism."

To the question, "If you favor a cooperative commonwealth, which political system seems to you to offer the most effective method of achieving this end?" 10,691 answered "Drastically reformed Capitalism," 5,879 replied "Socialism," 123 "Communism" and 111 "Fascism."

Copies of this survey can be obtained from Rev. Kirby Page, 3947 48th Street, Long Island City, N. Y., at 25c a copy.

The Forgotten Book

UNDER THE TITLE "Good Books that Almost Nobody Has Read" the *New Republic* has published recently two articles, listing several dozen good books "as a means of making amends to their authors—and perhaps also to the public that has so far missed the chance of reading them." The editor, himself, gave as examples of the sort of book he had in mind, "Good books that got lost in the shuffle," Nathanael West's "Miss Lonelyhearts," Hart Crane's "Collected Poems," and Katherine Anne Porter's "Flowering Judas." "Here are some recent books I think should be kept out of the ash barrel," says John Dos Passos, "Robert Cantwell's 'Laugh and Lie Down,' Agnes Smedley's 'Daughter of Earth,' Catherine Brody's 'Nobody Starves,' Dorothy Dudley's 'Forgotten Frontiers,' Edmund Wilson's 'The American Jitters,' Jack Conroy's 'The Disinherited.'" And there were more than a dozen other lists, by authors and critics, of books which we remember reading with pleasure, or which we wouldn't lift a finger to revive, or which we had missed the chance of reading.

Often a bookseller has a list of this sort and many authors and patrons of his shop have cause to be grateful to him for his enthusiasm. In a May issue of the English booktrade paper, *The Bookseller* we read about Henry Walker, the bookseller of Leeds, who sold 3,190 copies of Constance Holme's "The Lonely Plough" and has placed an order for 1000 copies of her new novel "Crump Folks Going Home." Both are published in this country by the Oxford University Press, and seem to be almost unknown over here. "The main selling medium" of the Leeds bookseller, "has been personal introduction."

A letter from Marion Dodd of the Hampshire Bookshop, this week, tells us that they have sold 484 copies of Mary Ellen Chase's "The Goodly Heritage," 78 copies of Leland Hall's "Salah and His American," 81 copies of Sara Teasdale's "Strange Victory," to mention just a few of the good books that were not best sellers but which have sold well in that shop.

News of the Week

Publishers Busy Perfecting Codes

IT IS EXPECTED that the amended Publishers' Codes will be approved by the government very soon. Although the hearing on the Publishers' Code in Washington last week proceeded very smoothly there were some differences of opinion (as outlined in last week's *Publishers' Weekly*) which the Administrator asked those concerned to iron out.

There will be conferences, where the National Association of Book Publishers, the Authors League, the National Publishers Association (periodicals) and the *Red Book* will be represented, to settle the question of books being used complete in one issue of a magazine. Edwin Balmer, editor of the *Red Book* contended at the public hearing that the harm done to the book by using a novel complete in one issue was highly conjectural; but the publishers feel very strongly on this point covered by Article III Rule 20 and will be defended by them. They point out that periodical publishers have always insisted that book publication should be delayed until the magazine containing the last instalment of a serial was out, yet now the magazines contend that publication of the book in one issue will not hurt the sale of the book. Mr. Balmer cited two novels which had had a popular success although they had appeared complete in one issue of the *Red Book*, but publishers contend that the book might, if it had not been serialized, have sold many times as many copies as it did considering that the *Red Book* claims a circulation of 800,000. Booksellers complain that their customers sometimes return the book saying they have read it in a magazine. Publishers do not contend that magazines should not use a novel complete in one issue but they do contend that book publishers will not publish and advertise to the public as an original book a book which has appeared already in one issue of a magazine, often specifically advertised to the public by that magazine as a complete book.

As reported in the *Publishers' Weekly* Laura Carmen appeared for the Book Publishing Section of the Office Workers Union. This week a release, sent out from the Union offices at 114 West 14th Street claims that Miss Carmen brought about definite changes in the hours and wages provisions. "In the

tentative Code," says the release, "as at first published the maximum working week had been set at 40 hours. This she succeeded in having reduced to 35 hours on the ground that the latter was already the practice of many firms. Overtime will be paid time and a half instead of time and a third, and the minimum weekly wage was raised from \$15 to \$16, with none of the suggested exceptions allowed."

This whole statement is undoubtedly an example of wish fulfillment, at least the *Publishers' Weekly* can find nothing to indicate that any such changes in the Code are in prospect.

The Book Clubs appeared in opposition to Article III Rule 8 prohibiting price comparisons in advertising, the Book Clubs contending that since they were under the Subscription and Mail Order Book Publishing Code, they ought not to be under the Trade Book Publishers' Code. The publishers say that they are quite willing that the Book Clubs should be under the other Code, but since the Subscription Book Code has no provision on this point the publishers want this language of their Code to stand until the Subscription Book Code is revised to cover the situation.

Graphic Arts Code Presents Complicated Problems

THE CODE for the Graphic Arts makes but halting progress toward operation. To the N.R.A. the industry has presented the most complicated problems of any industry, and months of discussion went by before a general plan for a code could be agreed upon. It was February before the structure of a code with all its subdivisions could be built up.

In April a pricing plan for job commercial printing was issued, yet there seems to be little power in the administration of the scale, which apply only to orders of \$500 or less: on larger orders price war seems to be more active than ever. When it comes to book manufacturing there are still no fundamental agreements though the Book Manufacturers Institute and publishers have been trying to see eye to eye for some weeks.

Cutting-Luce Bill Unpopular at Copyright Hearings

THE HASTILY CALLED hearing on copyright in Washington, on Monday and Tuesday, brought considerable support for any movement for adherence to the Union but little or no support for the Cutting-Luce Copyright Bill, and the measure seems likely to get no further place in the discussion.

The National Association of Book Publishers was represented by Frederic G. Melcher and John Macrae of the Copyright Committee. The hearing was conducted by Senator F. Ryan Duffy of Wisconsin, chairman of the special Sub-Committee of the Foreign Relations Committee.

Dr. Wallace McClure of the State Department put forward the suggestion that in order to make headway toward a real objective the Senate might consider the appointment of a recess committee which should bring in a bill for full revision next December and that a treaty of adherence might now be passed to take effect at some date next spring. Such a program was approved in principle by the National Association of Book Publishers, the Authors' League and the Periodical Publishers.

The Cutting-Luce Bill was so unpopular in many of its provisions that the opposition outweighed the sessions. Representatives of the moving picture interests, music industries, broadcasters, as well as Senator Dill, who is against automatic copyright in any form, and many others spoke as opponents.

Provisions of the Bill would have subjected the book publishing industry and many others to great loss and months of confusion according to those who have studied its features.

Coast Publishing Firm Announced

J. C. RECKLAR & COMPANY is the name of a new publishing enterprise in the Bendix Building, Los Angeles. The organization first intended to use the name of "Cosmopolitan Publications," until it found that this would be interpreted in the trade as having some connection with the former Cosmopolitan Book Corporation.

The organization also ran into duplication in its first announcement which was made a

few months ago under the title "Phantom Emperor" by Jerome Oliver. Because of a book of Putnam's with the same title, it was changed to "Khan: A Phantom Emperor."

Carter Discovery Stirs Bibliographical World

FIRST PUBLIC INTIMATION of the discovery by John Carter, of the London Branch of Charles Scribner's Sons and a frequent contributor to the *Publishers' Weekly*, and Graham Pollard of the Birrell & Garnett bookstore in London that not only the Reading edition of "Sonnets from the Portuguese" but a number of other 19th Century rarities may be extremely clever forgeries was contained in the newspapers last week, when a letter from Thomas James Wise, the prominent English bibliographical scholar, attacking the Carter-Pollard theory appeared in the *London Times Literary Supplement*.

The Reading edition of "Sonnets from the Portuguese" has been generally accepted as the first privately printed edition of the book, presumably issued in 1847, the same year in which Mrs. Browning first showed the poems to her husband. The first copy to be sold at public auction, however, did not come up until 1901. Carter and Pollard, who are adherents of the school of scientific bibliography, base their contention on the fact that the book is printed on a pulp paper apparently contemporaneous to 1847 but actually not invented until much later. Another claim is that there are two type characters, a lower case "f" and an interrogation mark, which were not made until the eighties. The discovery was made when Carter and Pollard were made suspicious by the remarkable similarity between the printing and paper of the Reading edition and a George Eliot item. It has apparently been discovered that the same hand had apparently made a large number of small 19th Century items and provided false literary pedigrees for them. The shadow of doubt is cast upon editions of George Eliot's "Sister Agatha," Browning's "The Statue and the Bust" and Swinburne's "The Devil's Due."

A book containing the conclusions of Messrs. Carter and Pollard is soon to be published in England by Constable's under the title "An Enquiry into the Nature of Certain 19th Century Pamphlets." It will be published here in June by Scribner's.

Newspaper Supports Code

"THAT DELIGHTFUL CYNIC, Albert Jay Nock," says a sympathetic editorial in the *Washington Post*, "in his recently published diary quotes Senkowsky, a Russian critic, as saying about his own country, 'We do not have a literature; we have nothing but a booktrade.'"

"Whether this Nation yet possesses a literature we do not venture to say, but it has a booktrade, and a very active one. In order to have any kind of literature there must be some way of getting it before the public. This necessitates the publishing industry, which is very big and sometimes prosperous. But it also necessitates booksellers. And booksellers are the most romantic-minded of all business men. For years they have suffered from a Roger Mifflin complex and have loved books much more than shekels, which of course is admirable though of little avail when the rent is due.

"Now comes the NRA code which prescribes that, for six months after date of publication, no book may be sold below the publisher's fixed price. It seems an eminently fair provision, for the consumer is penalized only if he must have current volumes on his table while they are still under review. And it is a hopeful sign, in these days of concentration of power, to see the Government stepping in to save the most individualistic business there is. Finally it may be noted that by helping the book industry help itself, the Government indirectly helps the practice of writing and the spread of culture. That is, unless you think a drug store just as good a place to invest in literature as are the Haunted Bookshops of the Roger Mifflins. If so, most book lovers will disagree with you."

Junior Book of Authors Planned

A THIRD VOLUME is being added to the biographical series published by the H. W. Wilson Co., which began with "Living Authors" in 1931 and continued with "Authors Today and Yesterday" in 1933. The new book will be called "The Junior Book of Authors" and will cover the period from Louisa Alcott and Lewis Carroll to the present day, emphasizing authors and illustrators who have written primarily for children. It will be published early in the fall. More than 250 authors and illustrators will be selected by a poll of leading children's and

school librarians throughout the country for inclusion.

A new edition of "Authors Today and Yesterday" has gone to press, the first edition of 7500 copies having been exhausted. "Living Authors" will shortly go to press for its fourth large printing.

Kurtz Awarded Gold Medal of Commonwealth Club

THE COMMONWEALTH CLUB gold medal for 1933 awarded annually for "the finest book published during the year by a California author" has been given to B. P. Kurtz, professor of English in the University of California, for his book "Pursuit of Death," a philosophical critique of Shelley's poetry, published by the Oxford University Press. The two silver medals of the club have been awarded to Pryce Mitchell for "Deep Water," the autobiography of a sea captain (Little, Brown), and to Charles Caldwell Dobie for "San Francisco: A Pageant" (Appleton-Century). Honorable mention was given to "Mistress of Monterey" by Virginia Stivers Bartlett (Bobbs-Merrill); "Ranchero" by Stewart Edward White (Doubleday); "Give Your Heart to the Hawks" by Robinson Jeffers (Randon House); "Red Virtue" by Ella Winters (Harcourt Brace), and "Dark Hazard" by W. R. Burnett (Harper). Entries are now being received for the 1934 award.

Forty Notable Books Dropped

THE LIST OF Forty Notable Books, the selection of which has been a task assumed annually by the American Library Association, has been omitted for this year, according to the report received from Emily Van Dorn Miller, Editor of Publications. This plan of selecting notable books originally started as an international program directed by the International Institute of Intellectual Cooperation, and, after being dropped as an international enterprise, was kept up by the American Library Association for American publications. The selection has always been made by votes solicited from the A. L. A. office, but it has now been decided that the task involved much trouble with perhaps too slight benefits, and the plan will be dropped unless there is sufficient proof of its continuing usefulness.

N.R.A. Approves Code Explanations

THE FIRST SERIES of explanations and interpretations of the Booksellers' Code (Schedule B of the Retail Code), approved by the Administrator of the N.R.A. in Washington, has been released by the National Booksellers' Code Authority. "Explanations" are defined as opinions on which all persons if acquainted with all the facts and in possession of their wits would be likely to agree, while "interpretations" are rulings made when there is a possible difference of opinion among those who have a common and complete knowledge of the facts. Explanations may be made by the National Booksellers' Code Authority, with the approval of the Administrator, while interpretations may only be made by the Administrator.

There is one interpretation in this first release and it has to do with the sale of single copies of text-books for promotional purposes. S. F. Heinritz, one of the Administration members of the National Booksellers' Code Authority applied for an interpretation of Section 3, Exception 2 of the Booksellers' Code. The interpretation, made by H. O. King, Division Administrator, is as follows:

Question: May single copy sales of text-books, school books, college books, and professional and/or certain reference trade books for promotional purposes only be sold at a discount to professors and/or teachers attached to an accredited public or private educational institution?

Interpretation: In view of the fact that certain text-books and certain professional and/or certain reference trade books have been sold to teachers at a discount in the course of efforts to have such books approved for the purposes set forth in Section 3, Exception 2, this exception is explained to include single copy sales of text-books, school books, college books, and professional and/or reference trade books for promotional purposes only to professors and/or teachers attached to any accredited public or private educational institution, provided that such professors and/or teachers shall be at the time of purchase actively engaged in educational work. It should be carefully noted that this exception includes only the types of books specifically mentioned and then only for promotional purposes. This section has been worded

with great care and should be read with equal care to insure complete compliance.

Commenting on this interpretation the National Booksellers' Code Authority said, "The interpretation given above emphatically does *not* mean that a publisher or a bookseller may offer a discount on any single copy sale to any teacher or educator unless the offer is made 'for promotional purposes only.' By the words, 'for promotional purposes only,' the interpretation specifically means that a book may be offered at a discount to teachers, only where there is a reasonable expectation that the book would be adopted for classroom use.

"To offer discounts on a book on science to teachers of history or to offer at a discount to teachers of history anything except books that they might reasonably be prepared to consider for classroom adoption, would be a violation of the Code when the books offered are governed by Section 3 (a) of Schedule B. When any question arises as to a book qualifying under the interpretation, no publicity should be sent out until the question is submitted to the National Booksellers' Code Authority."

The approved explanations by the National Booksellers' Code Authority are given below: (missing numbers indicate actions which are still being considered by the Administration):

Explanation 1—Q. Sears Roebuck are about to print catalogs offering at reduced prices popular copyrights falling within the period covered by Section 3 (a) of Schedule B, in addition to some forthcoming fiction titles. May this offer be made?

A. No reductions in price may be made, but transportation may be prepaid. (Section 3 (a)).

Explanation 3—Q. May a jobber or bookseller (See Schedule B for definition) sell books falling within the period covered by Section 3 (a) of Schedule B to the president of a publishing house for his personal use at a discount?

A. No. (Section 3 (a)).

Explanation 4—Q. May a teacher be given a discount on books for his personal use falling within the period covered by Section 3 (a) of Schedule B?

A. No. (Section 3 (a)).

Explanation 5—Q. May a jobber or bookseller (see Schedule B definition) sell books falling within the period covered by Section 3 (a) of Schedule B at a discount to a "public utility" company for use in its library?

A. No. (Section 3. No exception stated.)

Explanation 7—Q. May Shopping Agents be sold books falling within the period covered by Section 3 (a) of Schedule B at a discount?

A. Yes. When they buy for resale to those for whom they are acting as agents, they must sell on the basis of the Code and Schedule.

Explanation 10—Q. The Encyclopedia Britannica is closing out trade books in one of its branches. Are they permitted to mark down that stock in liquidation?

A. This is covered in Section 3, Exception (1) of Schedule B.

Explanation 12—Q. May books falling within the period covered by Section 3 (a) of Schedule B be sold at a discount to stockholders of a department store?

A. No. (Section 3 (a)).

Explanation 13—Q. May a bookseller (see Schedule B definition) supply an insurance company at a discount with books falling within the period covered by Section 3 (a) of Schedule B, to be used as premiums given to members for new memberships sent in?

A. No. (Section 3 (a)).

There have been numerous questions regarding the granting of a discount by co-operative stores. While no official explanation has been given out by the Code Authority, the question was answered by Dr. S. F. Heinritz of the Consumers' Advisory Board at the Booksellers' Convention. Dr. Heinritz said that an Executive order had decreed that cooperative stores could pay dividends if the store were a legitimate cooperative under the laws of the State and if the dividends were paid out of actual earnings.

Other questions which have been submitted to the National Booksellers' Code Authority are in the process of being answered and will be published as approved by Washington.

Loeb Library Transfer Confirmed

G. P. PUTNAM'S SONS announce that as of July 3, 1934, the selling agency for and the distribution of the Loeb Classical Library in the United States will be turned over to The

Harvard University Press, confirming the announcement of the Harvard University Press in the *Publishers' Weekly* of May 26.

G. P. Putnam's Sons have handled the selling distribution of this Library since its inception by the late Dr. James Loeb who, at his death, willed to the President and Fellows of Harvard College the entire Library, with a considerable sum for its maintenance and continuance. It is, however, the feeling of the College that a wider distribution can be had through the efforts of the Harvard University Press than through the efforts of a general publishing house and therefore, the future publication and sale of The Loeb Classical Library in America will be handled by The Harvard University Press. Putnam's will carry stock and fill all orders for the various volumes in the Library until July 3, 1934.

Reviewing Media Surveyed

A SURVEY OF BOOK REVIEWING media made by Sidney Ditzion for the May 15th issue of the *Library Journal* shows that four periodicals, *Herald Tribune Books*, *Times Book Review*, *Boston Transcript* and the *London Times Literary Supplement* are consistently ahead of all the rest in breadth of interest, length and number of reviews. Often these four media, the survey shows, excel in the very specialities of specialized periodicals. The survey, made from the *Book Review Digest*, shows that the *London Times Literary Supplement* reviewed most books in "metaphysics" and "modern philosophers," with a median length of 1000 words for reviews on these subjects. *Herald Tribune Books* led in "ethics" with 900 word reviews. In "modern religions," the *Times Book Review* and *Herald Tribune Books* made a better showing than the *Christian Century*. The *Saturday Review of Literature*, with a median length of 1200 words for reviews of books on "sociology," led in that class.

Library Appropriations

THE NEW YORK PUBLIC LIBRARY in its branch service is being obliged to curtail its work on account of decreased appropriations. Several branches must be closed and many of the staff given enforced vacations. The book appropriation, which was \$257,000 in 1932 and \$58,000 in 1933, has been still further reduced.

Following the Codes

Codifying the Travelers

THE N.R.A. held on May 24 a general hearing on the subject of the compensation of outside salesmen. This is being done at the request of various organized groups of salesmen who feel that their section of the industry has been overlooked. The situation in regard to the hours and the payment of outside men has many special aspects. Almost all outside men are on a commission basis, and their hours are irregular. No good substitute has ever been found for the commission basis plan of selling by door to door or office to office canvass. It has been suggested that subscription book publishers should put outside people on a minimum salary, plus a commission, but their experience has been that whenever a guaranteed payment was injected into the contract a large number of those who were taken on for the work idled along without turning in orders and then when finally dropped, after all the expense and training, made a similar connection with some other company which had outside work to do.

Relief Through Code

SAN FRANCISCO, which has been harassed by one persistent price-cutter for several years, has found relief under the code, according to a special report received by the *Publishers' Weekly*. This relief has been only on current books, however, and titles over six months old are being offered at 20% off at this one outlet.

Latshaw Appointed

STANLEY R. LATSHAW of the Butterick Company, New York, has accepted the appointment as chairman of the Code Authority for the periodical and publishing section of the Graphic Arts Code. In all there are twenty-three members of this Code.

Heinritz On Booksellers' Authority

UNDER THE RELEASE date of May 8th, N.R.A. officially announced the appointment of Stuart F. Heinritz to serve during the pleasure of the administrator of the Code Authority of the booksellers' trade.

Pricing Methods Approved

A SPECIAL COMMITTEE called "Committee on Durable Goods Industries," formed two months ago to study N. R. A. policies, in its report recommends the use of any pricing method when desired by an industry and where it results in any form of price stabilization or control when sanctioned by the Administrator. No particular form of price maintenance was approved, however.

Retail Adviser Named

OSWALD KNAUTH, until recently vice president of R. H. Macy & Company, has been appointed retail adviser to Harry O. King, N.R.A. Divisional Administrator.

Codes for Small Industries

Have Been Withdrawn

THE N.R.A. has withdrawn code applications to the smaller industries which are not engaged in interstate business, such industries as the personal service trades, dyers, cleaners, barbers, beauty shops, hotels, and others.

None of these industries can by any interpretation be considered interstate commerce, and the enforcement of fair trade practices is extremely difficult. Wage and hour provisions have been left intact but the fair practice clauses and price fixing agreements have been abrogated.

Department Store Employees

Allowed Discounts

EMPLOYEES IN DEPARTMENT STORES and college bookstores who are not in the book department will be allowed discounts on book purchases according to a revised ruling made by the Booksellers' Code Authority. Previous action limited discounts to book department employees only. The new ruling also provides that in "college stores which are owned by the university, none other than those directly employed by the bookstore shall be classed as employees."

New German Censorship in Force

BOOKS CANNOT NOW be offered in Germany to the public as "National Socialist" books without having the approval of the party chiefs. This censorship is vested, first, in a committee attached to the Propaganda Ministry to which the publisher must submit manuscripts, and second, to Philipp Boehler at Munich, political delegate of the Nazi party for Bavaria, who has plenary power of approval or disapproval.

For the examination of the manuscript a fee of at least six times the retail price of the projected publication must be paid. Publishers whose manuscripts are approved will be required to furnish two copies free to the censorship board. On the other hand, they will have the benefit of having their publications listed in a new "catalog of National Socialist literature" and will be empowered to print on the fly-leaf: "This book has been passed by the official examining board for the protection of National Socialist literature as a serious contribution thereto and has been listed as Number — in the official party catalog." Books now in print must have retroactive approval.

Modern Poets Collected

A NEW ANTHOLOGY called "The Modern Muse" comes from Oxford University Press. This anthology has been prepared by the English Association, of which Laurence Binyon is President, and its sponsors state on the cover that it "should become the standard anthology of modern verse." The previous volume from this Association called "Poems of Today" sold 350,000 copies in the first series and 132,000 in the second. According to the preface, "The Anthology is intended to exhibit the range and variety of poetry among contemporary writers of English throughout the world. While a standard of excellence has been kept in mind, the main aim has been to make the selection fully representative of the various countries."

There are in all 134 authors represented in "The Modern Muse." Forty-one of these are not living, twenty-two of those who contributed were born since 1890 (using that date in an endeavor to point out how many might be considered as the younger writers), sixty-seven are British, thirty American, ten Canadian, eight Irish. The others are Australian, New Zealand, South African, Indian.

Children Design Library

THE MAY NUMBER of the *Woman's Home Companion* describes a library which belongs to the Buxton Country Day School of New Jersey. The children of this school were so anxious to have a library of proper dimensions, and their appropriation was so small, that they did their own building, and succeeded in building a structure which would hold all the books they would want—and apparently there were plenty of them, judging by the illustration accompanying the article. This idea would be a good one for camps and other outdoor places in which books can be used the year round.

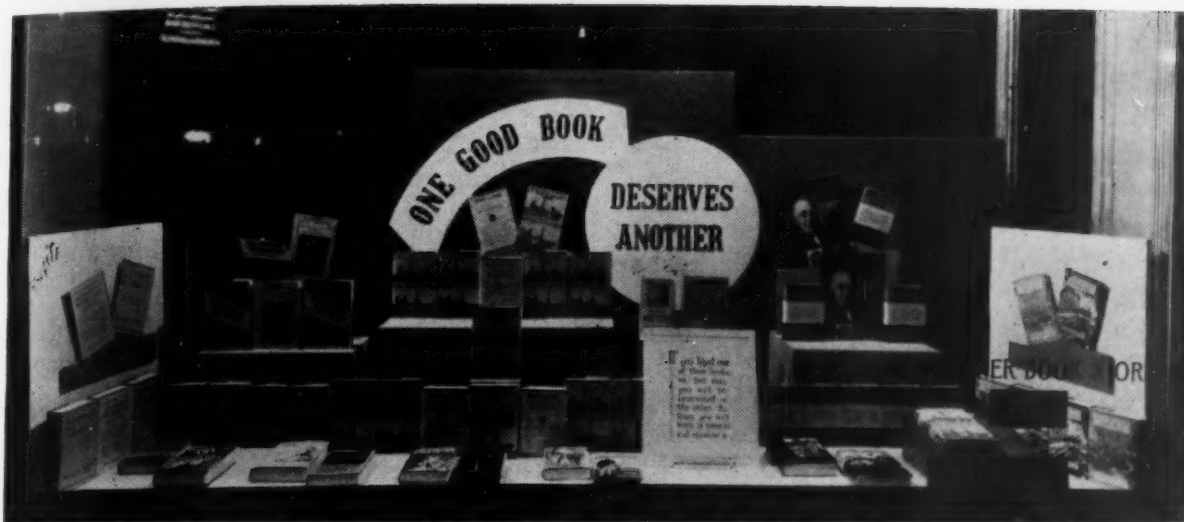
The same magazine has an article on "Reading Corners," showing how to construct a couch and bookshelves combined, with a place at hand for a reading lamp.

High School Expansion

IN A RECENT project on "Social Change in the New Deal" issued by the University of Chicago Press, one of the most impressive graphs in connection with a discussion on the background of the New Deal, is the one which covers statistics on the increase in the attendance in high schools. This graph indicates that the number of pupils in the secondary schools has more than doubled between 1920 and 1932, straining the housing facilities of the public education system and creating a demand for a greatly-expanded program of textbook publishing. Few nations except the United States give a free high school education to more than a very small percentage of young people. It is to be hoped that this program may soon find a basis on which to maintain itself again in full efficiency.

Nourse & Sully Will Handle Bridgman Line

BRIDGMAN PUBLISHERS, INC., of Pelham, N. Y., announce that as of June 1st they have appointed Nourse and Sully of 170 Fifth Avenue, New York, N. Y., their trade sales representative for the United States. A complete sample line of all the Bridgman Art Publications will be on permanent display at the above address for the convenience of local and out of town visiting buyers. Nourse and Sully will also carry complete sample lines on their visits to the trade.



An arresting and easily remembered slogan and a well-balanced design make this recent display of new books in the Scribner Book Store a notable example of window-building

ONCE AGAIN, as in the case of "The Story of San Michele," Dutton has scored with an imported book. . . . Mme. Tatiana Tchernavin's "Escape from the Soviets," 500 copies of which were imported in sheets from England, received such an enthusiastic reception that an American edition was made possible almost immediately after publication. . . . The first American edition of 1500 copies was released on May 23rd. . . .

❖ ❖

It looks like another season for Russian books. . . . Added to the fine reception already given "Escape from the Soviets" there is a great deal of advance enthusiasm for "And Quiet Flows the Don" by Mikhail Sholokhov which Alfred A. Knopf is publishing on July 2nd. . . . It is already a best seller in England according to the London *Bookseller*. . . .

❖ ❖

Appleton-Century tells us that "Praise and Service" has been selected as the first complete hymn-book to be transcribed into Braille. . . . The Federal Government through the Library of Congress authorized the transcription and the printing of enough copies to supply all schools and libraries for the blind. . . .

❖ ❖

Simon & Schuster is not a one-book house by any means. . . . We called Dick Simon this week to ask him about the sales of "The Life of Our Lord" in England (it's apparently not being sold through the book-stores over there) and quicker than you could say Tess Slesinger he was telling us that

"The Unpossessed" was selling like mad . . . 1500 copies last week and 1300 the week before. . . . Another book he's enthusiastic about is "A Chinese Testament" which is coming out June 12. . . . Elizabeth Riley at Brentano's likes it . . . so do the Doubleday managers. . . . Sales of "The Life of Our Lord," by the way, are picking up again after the calm that followed publication day. . . . The Doubleday Penn Terminal shop sold more last Wednesday than on any day since publication.

❖ ❖

Nikolai Fyodorovitch Lapshin must be a very happy Russian. . . . He has just received 2500 good American dollars as a first prize in the Limited Editions Club's contest for book illustrations. . . . Out of 400 entries from 20 countries, the judges selected Professor Lapshin's illustrations for "The Travels of Marco Polo," which will be issued to Limited Editions Club members this month.

❖ ❖

Gotham House has issued a new cloth edition of "Shark! Shark!" at \$2.75. . . . The regular trade edition at \$4, half-bound in shark's leather, will be continued. . . . There are also copies of the limited, autographed edition at \$15 available. . . .

❖ ❖

In the Weekly Record of May 5th, "David Hume," by J. Y. T. Greig was listed as a Peter Smith importation. This was incorrect; the book is handled only in this country by Oxford University Press. The price is \$3.75.

The Empire Publishing Company wishes to corroborate Richard L. Simon's assertion that it has no connection with Simon & Schuster and to state that such information did not come from its offices.

❖ ❖

Beginning June 1st, W. W. Norton & Co. is representing the Yale University Press to the trade. . . . Travelers carrying the Norton line will take advance and stock orders for Yale University Press titles. . . . Yale now offers 40% on re-orders of 2 copies of a title, or on 5 books assorted. . . . Coward-McCann and Frederick A. Stokes have handled the Yale line at different times in the past. . . .

❖ ❖

A memorial to Adam Lindsay Gordon, the Poet of Australia, was unveiled in the Poets' Corner of Westminster Abbey on May 11th. . . . Three plays by D. H. Lawrence, in rough draft, are reported to have been found in a bundle of papers in an attic in Heidelberg by some friends of Lawrence who were visiting Freida Lawrence's sister. . . . They are to be revised and produced. . . .

❖ ❖

Joseph Henry Jackson, who has actually proved that books can be sold through radio reviews, was given a party on Sunday, May 27th, by the San Francisco *Chronicle* in honor of his tenth anniversary on the air. . . . Messages from all over the country congratulating him were received at the dinner, and speeches were made by a number of important literary figures. . . .

❖ ❖

It's pretty hard this season to generalize on the state of business in the bookshops around the city. . . . One shop will say "April was swell, but May is away off," and the very next shop we go into will say "April was dead, but we're having a grand May!" . . . So we'll limit ourselves to telling about a few of the books that seem to be hitting a rapid pace. . . .

❖ ❖

At the Beacon Bookshop we saw Karl Placht, who, by the way, made another of his famous speeches last week, this time at the opening of the Book Clinic Show. . . . Mr. Placht told us that liquor and cocktail books seem to have had their hour. . . . People aren't buying very many now. . . . The

Beacon Bookshop is planning another intensive promotion campaign like their successful promotion last year of "Yachts Under Sail." . . . The book this year is "Men, Fish and Boats" . . . a grand selection of photographs of fishing boats and the men who sail them, published by Morrow. . . . A window display of this book will be kept in for a month. . . . It has already begun to sell. . . .

❖ ❖

One of Mr. Placht's pet books is "Nitchey-Tilley" (Harper) which is having a good sale due to the shop's enthusiasm. . . . Other active titles are "Five Silver Daughters" (Farrar & Rinehart), "Our Master's Voice" (John Day), "Colonel Lawrence: The Man Behind the Legend" (Dodd, Mead), "The Money Muddle" (Knopf) and "You Must Relax" (Whittlesey House), which Mr. Placht says is the logical successor to "Life Begins at Forty." . . . Two bread-and-butter items are "A Pocket Guide to Golf" and "Fun en Route" (both Simon & Schuster). . . .

❖ ❖

At the Sunwise Turn Book Shop, Marcia Passage's enthusiasm is making a best seller out of "Finnley Wrenn" (Farrar & Rinehart). . . . This shop has noted a sudden spurt in the sales of "The Postman Always Rings Twice" (Knopf) and reports good results with "Tender Is the Night" (Scribner), "The Unpossessed" (Simon & Schuster), "Long Remember" (Coward-McCann), "Our Master's Voice" and "Nijinsky" (Simon & Schuster). . . .

❖ ❖

We dropped into Stern's book department to ask Miss Crager what seem to have been the results of the code. . . . She said it was a little early yet to tell whether customers were buying fewer books, but that business was good. . . . One effect the code *has* had, she told us, is that the sale of older books has been considerably increased. . . . Her statement is borne out by a look at the tables at Macy's . . . a much greater part of the stock on display is old stock than was the case before the Code went into effect. . . .

❖ ❖

Himebaugh & Browne are closing out the branch store at 550 Fifth Ave., which was opened as an experiment before Christmas last year. D. B. Browne told us that the project was taken on frankly as an experi-

ment, but that the Fifth Avenue location had not proved to be any better than the location of the main store at 4 East 46th Street, so the experiment was discontinued.



A. M. Robertson's of San Francisco has changed hands and has been incorporated under the name Robertson's, Inc. R. R. Claghorn is president of the new corporation. C. F. Benoit who was for many years a publishers' representative on the West Coast and has more recently been running his own shop in San Francisco under the name Dollar-N-Less Books is associated with Mr. Claghorn as vice president and general manager. A. M. Robertson, one of the best-known and oldest booksellers on the Pacific Coast, died on February 12th.



New Shops

Philadelphia, Pa.—William G. Hastings and Philip R. Spector, both formerly of the Philadelphia branch of Brentano's, Inc., have opened the Nothing Over One Dollar Book Store in the Benjamin Franklin Hotel, 824 Chestnut Street. Reprints, publishers' jobs and an up-to-date circulating library will be the main features.

Changes in Address

Albany, N. Y.—John Skinner, for many years at 15 Steuben Street, has moved to more convenient quarters at 17 Steuben Street, two doors above.

New York City—The Chaucer Head Bookshop has moved from 32 West 47th Street to larger and better quarters at 22 East 55th Street.

"Readable Books" Discussed

THE QUESTION of readable books is apparently to be one of very live interest in the field of adult education, judging by the discussions at the conference, on adult education in Washington last week at a session presided over by Jennie M. Flexner, Readers' Adviser at the New York Public Library, and Dr. William S. Gray of the University of Chicago, who gave an outline of what he had discovered about reading interest and the varied research that has come out of that institution. One-half of our adult population is on a par with the average seventh grade

reader, insofar as vocabulary and subject interest are concerned. This half of the population has a good supply of interesting material from which to choose when it desires to read, but the other half of the population has a very poor choice of material, and much more should be made available.

A readable book, Dr. Gray defined, is one that is interesting, pleasant and easy to read, but readability, he hastened to explain, is not a thing that can be mechanically measured. Each reader presents a different problem, and the selection of books should be adapted as closely as possible to the needs of the individual.

The catalog entitled "Books of General Interest for Today's Readers," compiled by Doris Hoit of the New York Public Library, throws new light on the question of readable books and may be considered a landmark in progress toward a better knowledge of reader interest. Previously lists have been made by intuition and hunches, but in this case a complete study has been made of all the available material. In many classifications of the list, it was pointed out at the conference, books of average readability are lacking. Practically no books on modern Europe could be found, which seemed suitable for the purpose and very few books on economics. It is not a question of length, as pamphlets can be as dull as full-length volumes, and pamphlets go out of print and often are not easily available. The chairman of the meeting believed that authors and publishers should have a clearer idea of the types of new books which were needed in the various fields.

Notice to Control Card Users

"THE MEANING OF MARX" by Sherwood Eddy (Farrar & Rinehart) has been postponed from June 15th to the Fall.

"The Ten Million" by Mark Hellinger (Farrar & Rinehart) has been postponed indefinitely from June 11th.

"Panorama of German Literature" by Felix Bertaux (Whittlesey House), scheduled originally for Feb. 25th, will not be ready before Fall.

"The Talking Sparrow Murders" by Darwin Teilhet (Morrow), which was originally scheduled for Feb. 14th and then postponed to July, will be published July 18th. It is now being serialized in the N. Y. *Herald Tribune Magazine*.

Obituary Note

BRAND WHITLOCK

BRAND WHITLOCK, author and American Minister to Belgium during the World War, died in Cannes, France, on May 24. He was sixty-five years old. Mr. Whitlock began his career as a political writer on the *Chicago Herald* when he was twenty-one. His political writings led in turn to his appointment as secretary to Governor Altgeld of Illinois, as Mayor of Toledo from 1905 to 1912, and finally as Minister to Belgium. Throughout his career Mr. Whitlock liked to think of himself as primarily a man of letters. His political career at Toledo was almost overshadowed by his success as an author. During his time as Mayor, he produced a number of popular books including "The Thirteenth District," "Her Infinite Variety," and "The Happy Average." In "Belgium; a Personal Narrative," he gave an account of the German occupation. Among his other works were "J. Hardin and Son," "Uprooted," "The Fall Guy," "The Gold Brick," "The Countess of Granvallon," "The Turn of the Balance," "Life of Abraham Lincoln," "Transplanted," "Big Matt," "La Fayette," "On the Enforcement of Law in Cities" and his autobiography, "Forty Years of It."

Communications

A DIFFERENT BIBLION

Biblion
Boston, Massachusetts
May 22, 1934

Editor, Publishers' Weekly:

In the last two issues of the *Weekly* I have noticed a firm advertising under the "Weekly Book Exchange" with the same name Biblion as a single name, with the address, Route 7, Box 260, Fort Worth, Texas.

In the last year we have built up a considerably large size trade among college libraries, and at present we are buying for most of the large colleges east of the Mississippi. We have spent a considerable amount on advertising to get this business and with the duplication of our name in the *Weekly*, I would appreciate it very much if you would expressly state that we are in no way connected with this firm.

We have had a secretarial branch in Chicago, which we are discontinuing at this

time so that our main and only office during the summer months will be in Boston. We are expecting, however, to open a New York branch in October.

DONOVAN HALL
Manager for Biblion

CONFUSION

Raleigh, N. C.
May 7, 1934

Editor, Publishers' Weekly:

In the interest of the average retailer we wish you would take up with the Booksellers' Association and the publishers direct as far as you can the practice of printing prices on wrappers and afterwards raising the price (justified in raising of course) without changing the wrapper.

The practice leads to confusion and often trouble with customers. When a customer finds the publisher's price printed in a book and more is charged for it, it is not always easy to explain and satisfy the customer.

Hope you will give the suggestion consideration and that this troublesome practice will be changed by "offending" publishers.

Very truly yours,
ALFRED WILLIAMS & COMPANY

Changes in Price

FARRAR & RINEHART

The following Faith Baldwin juveniles which were recently taken over from Dodd, Mead have been reduced from \$2.00 to \$1.75:

"Judy: A Story of Divine Corners," "Babs: A Story of Divine Corners," "Mary Lou: A Story of Divine Corners," "Myra: A Story of Divine Corners."

STANFORD UNIVERSITY PRESS

"Chinatown Quest" by Carol Green Wilson has been reduced from \$3.00 to \$1.00.

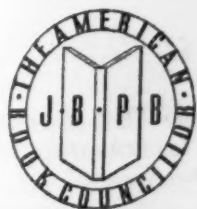
"I Married a Ranger" by Dama Margaret Smith has been reduced from \$2.50 to \$1.00.

Auction Calendar

THURSDAY EVENING, JUNE 7, AT 8 O'CLOCK. Selections from the library formerly the property of Frederic B. Crossley, lately Librarian of the Northwestern University Law School and the working library of the late Charles B. Cory, Curator of Zoology and Ornithology at the Museum of Natural History, with other literary properties, including first editions, classics, Americana, ornithology, natural history. (Items 363.) Chicago Book & Art Auctions, Inc., 410 South Michigan Ave., Chicago, Ill.

SATURDAY MORNING, JUNE 9, AT 11:20. Rare Americana, books, pamphlets and broadsides, including many interesting and extremely rare historical items. (Items 202.) Charles F. Heartman, 612 Middlesex Ave., Metuchen, N. J.

American Book Councillor Lists



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PAST AND PRESENT ECONOMIC THOUGHT

Checked by William T. Ham, Assistant Professor of Economics, Harvard University

Background Reading:

- GRAY, ALEXANDER. "The Development of Economic Doctrine." '31 *Longmans*, \$2.
An admirably written sketch of the growth of economic ideas.
- SMITH, ADAM. "Inquiry Into the Nature and Causes of the Wealth of Nations." *Dutton*, 2v. 70c ea.; *Oxford*, 2v. 80c ea.
A landmark in the history of thought written in the 18th century.
- TAUSSIG, FRANK WILLIAM. "Principles of Economics," rev. ed. '27 *Macmillan*, 2v. \$3 ea.
An indispensable work, written in the older British tradition.
- CLAY, HENRY. "Economics for the General Reader." *Macmillan*, \$2.50.
An introductory account so good that it has become almost a classic.
- SLICHTER, SUMNER H. "Modern Economic Society." '31 *Holt*, \$5.
A recent survey of American economic processes.
- ORTON, WILLIAM A. "Prelude to Economics." '32 *Little, Brown*, \$1.60.
A charmingly written explanation of "what economics is all about."
- TUGWELL, REXFORD G., ed. "The Trend of Economics." '24 *Crofts*, \$3.50.
Essays setting forth the younger Americans' dissatisfaction with the elder economists.
- WELLS, H. G. "The Work, Wealth and Happiness of Mankind." '31 *Doubleday, Doran*, 2v. \$7.50.
An outline of Wellsian economics, with the emphasis on control.
- HOMAN, PAUL T. "Contemporary Economic Thought." '28 *Harper*, \$2.50.
A collection of essays on the work of five economists, two English and three American.
- GEORGE, HENRY. "Progress and Poverty." '29 *Robert Schalkenbach Found.*, \$1.
The bible of the single taxers, first published in 1879.
- MARX, KARL. "Capital, and the Communist Manifesto." '32 *Modern Library*, 95c.
A selection of the more pertinent parts of these famous works, with an excellent introduction by Max Eastman.
- SHAW, GEORGE BERNARD. "The Intelligent Woman's Guide to Socialism and Capitalism." '31 *Garden City*, \$1.
A pungent exposition of the author's views on the defects of the present order.

- BELLAMY, EDWARD. "Looking Backward." '29 *Houghton*, \$1.
A picture of the world in 2000, which was written in 1888.
- VEBLEN, THORSTEIN. "Engineers and the Price System." '21 *Viking*, \$1.50.
A discussion of the clash between the ideals of engineering and of business.
- COLE, G. D. H. "A Guide Through World Chaos." '32 *Knopf*, \$3.75.
A clear explanation of our economic tangles, written for laymen by a prominent English Socialist.
- CHASE, STUART. "Men and Machines." '29 *Macmillan*, \$2.50.
An analysis of the effect of machines on modern life.
- BERLE, A. A. and MEANS, G. C. "The Modern Corporation and Private Property." '32 *Macmillan*, \$3.75.
An account of the growing domination of American life by great corporations.
- TUGWELL, REXFORD G. "The Industrial Discipline and the Governmental Arts." '33 *Columbia Univ. Press*, \$2.50.
A philosophical analysis of the changing relations of government and business.
- EAST, EDWARD M. "Mankind at the Crossroads." '23 *Scribner*, \$3.50.
An attempt to show that the Malthusian spectre is still a very live danger.
- STRACHEY, JOHN. "The Coming Struggle for Power." '33 *Covici, Friede*, \$3.
The most readable critique of capitalism, from a Communist viewpoint, that has been written.

Recent Books:

- ROOSEVELT, FRANKLIN D. "On Our Way." '34 *John Day*, \$2.50.
A sparing collection of the great public documents of the last year with comments by the President.
- CHASE, STUART. "The Economy of Abundance." '34 *Macmillan*, \$2.50.
A discussion of the difference between making profits and making goods.
- COLE, G. D. H. "What Marx Really Meant." '34 *Knopf*, \$2.
An explanation of his theories and a re-statement of them in terms of today's problems.
- PITIGLIANI, FAUSTO. "The Italian Corporative State." '34 *Macmillan*, \$2.50.
A sympathetic description of the economic organization of the Fascist State.

Prices subject to change without notice

Market News

One Month from Now—A Forecast

- CANDIDATE FOR LILIES, by Roger East. *Knopf*, \$2.
- AMERICAN SONG, by Paul Engle. *Doubleday, Doran*, \$1.50
- THE HOBGOBLIN MURDER, by Kay Cleaver Strahan. *Bobbs-Merrill*, \$2.
- SWEET LAND, by Lewis Gannett. *Doubleday, Doran*, \$1.75.
- CODE OF THE WEST, by Zane Grey. *Harper*, \$2.
- TURNING TIDE, by Sara Ware Bassett. *Penn*, \$2.
- ANDRÉ GIDE, by Léon Pierre-Quint. *Knopf*, \$3.
- THE ROAD TO NOWHERE, by Maurice Walsh. *Stokes*, \$2.50.
- A CONQUEST OF TIBET, by Sven Hedin. *Dutton*, \$5.
- YOUNG LADIES IN WHITE, by Rian James. *King*, \$2.
- July 2. Postponed from May 28th. Everyone to whom we've recommended his first mystery, "Murder Rehearsal," has liked it.
- July 3. A first book of poems enthusiastically recommended by Stephen Vincent Benét.
- July 3. Lynn MacDonald, the woman detective, of "Footprints," etc., appears again.
- July 3. Postponed from June 6th.
- July 5. A story of the Tonto Basin.
- July 6. A Cape Cod romance by the author whose "Twin Lights" was very successful.
- July 9. A biography and a study of the art of the great French author.
- July 9. An adventure-romance of Ireland that Stokes is backing with \$5,000 worth of advertising. Poster and imprint cards available.
- July 10. Postponed from June 6th.
- July 10. A story of nurses in training school, by the author of "Hat Check Girl," etc. Wonder where they got the title?

Out This Week

- BACHELOR—OF ARTS, by John Erskine. *Bobbs-Merrill*, \$2.50.
- EXILE'S RETURN, by Malcolm Cowley. *Norton*, \$3.
- FRONTIER FIGHTER, by George W. Coe. *Houghton Mifflin*, \$2.75.
- I, CLAUDIUS, by Robert T. Graves. *Smith & Haas*, \$3.
- MURDER UPSTAIRS, by Adam Bliss. *Macrae, Smith*, \$2.
- REBEL DESTINY, by Melville and Frances Herskovits. *Whittlesey House*, \$3.
- STEVEDORE, by Paul Peters and George Sklar. *Covici, Friede*, \$1.50.
- STRIPLINGS, by N. Warner Hooke. *Dutton*, \$2.50.
- UNFINISHED CATHEDRAL, by T. S. Stribling. *Doubleday, Doran*, \$2.50.
- Or, Alec's Four Years at Columbia. B-M. has a series of stunning black and white posters with the illustrations used when the book ran in the *Herald-Tribune* Sunday magazine section.
- Reminiscences, interpretation and anecdotes of the so-called "lost generation" of American writers—Fitzgerald, Faulkner, Hemingway, Dos Passos, Josephson, et al.
- The autobiography of a loyal member of the gang of Billy the Kid gives a true picture of the old Southwest.
- A first-person novel, covering 51 eventful years in the life of the Roman Claudius, up to the time he became Emperor.
- Murder in a select boarding house—a good mystery story.
- An account of a strange community in the heart of the Dutch Guiana bush, composed of the descendants of the African slaves who rebelled against their Dutch masters.
- This race relations play is now on the New York boards.
- Dutton is running a teaser campaign.
- The final volume in the southern trilogy, by a Pulitzer Prize winner. D.D. has an order-blank circular on all three books for the trade, also a display card on all three.

Market News

Current Best Sellers

- LAMB IN HIS BOSOM, by Caroline Miller. *Harper*, \$2.50. A best seller at stores in every city reporting to the *Times* last week except San Francisco.
- ANTHONY ADVERSE, by Hervey Allen. *Farrar & Rinehart*, \$3. Stores in every city except Washington report it a best seller of the past week in the *Times*.
- PRIVATE WORLDS, by Phyllis Bottome. *Houghton Mifflin*, \$2.50. A best seller in N. Y., Boston, Atlanta, New Orleans, St. Louis and San Francisco.
- JOURNEY TO THE END OF THE NIGHT, by Louis-Ferdinand Céline. *Little, Brown*, \$2.50. Selling well everywhere.
- SEVEN GOTHIC TALES, by Isak Dinesen. *Smith & Haas*, \$2.50. Best seller in fiction at six San Francisco stores last week and best seller on the Chicago *Daily News* list.
- THE LIFE OF OUR LORD, by Charles Dickens. *Simon & Schuster*, \$1.75. Boston, Philadelphia, Atlanta, Chicago and St. Louis stores report it their non-fiction leader in the *Times*.
- NIJINSKY, by Romola Nijinsky. *Simon & Schuster*, \$3.75. The *Daily News* reports it the best seller in non-fiction in Chicago.
- WHILE ROME BURNS, by Alexander Woollcott. *Viking Press*, \$2.75. The best seller at six N. Y. stores last week.
- MODERN ART, by Thomas Craven. *Simon & Schuster*, \$3.75. Philadelphia, Atlanta and New Orleans report it second in non-fiction sales.
- THE MONEY MUDDLE, by James P. Warburg. *Knopf*, \$2. Boston and San Francisco report it second in non-fiction sales for the past week.

Other Bookstore Favorites

- THE MAN WITHOUT NERVES, by E. Phillips Oppenheim. *Little, Brown*, \$2. Best fiction seller for the month of May at Fred Harvey's in Kansas City.
- THE GINGER GRIFFIN, by Ann Bridge. *Little, Brown*, \$2.50. N. Y., Boston, Washington, St. Louis report it a best seller in the *Times*.
- THE GORGEOUS HUSSY, by Samuel Hopkins Adams. *Houghton Mifflin*, \$2.50. It was the April best seller at The Booke Shop, Providence, and the May best seller at Preston & Rounds, in the same city.
- JAMES SHORE'S DAUGHTER, by Stephen Vincent Benét. *Doubleday, Doran*, \$2.50. Third printing. Philadelphia and Chicago stores listed in the *Times* report it their best seller for the past week.
- JOHN HAY, by Tyler Dennett. *Dodd, Mead*, \$5. Another Pulitzer Prize winner becoming a best seller. Fifth printing.
- YOU MUST RELAX, by Edmund Jacobson. *Whitelsey House*, \$1.50. Again a best seller in Philadelphia and Chicago.
- THE SAGA OF THE COMSTOCK LODGE, by George D. Lyman. *Scribner*, \$3.50. Best seller in non-fiction in San Francisco. Wanamaker's in Philadelphia, Doubleday, Doran in St. Louis and Matthews Book Store in Omaha have also reported it to us as a May best seller.
- MERCHANTS OF DEATH, by H. C. Engelbrecht and F. C. Hanighen. *Dodd, Mead*, \$2.50. Best seller for the month of May at the Von Blon Book Store in Waco.
- BEYOND THE MEXIQUE BAY, by Aldous Huxley. *Harper*, \$2.75. Putnam's, N. Y.; Hochschild, Kohn, Baltimore; Doubleday, Doran, Syracuse; Quill Bookshop, Philadelphia; Miller & Payne, Lincoln, tell us that it was a May best seller.

May Book Production

Monthly Statistics of New Book Titles Compiled from the Weekly Record of the Publishers' Weekly Including the Books (Not Pamphlets) of All American Publishers

CLASSIFICATION	May, 1934			May 1933	5 mos. 1934	5 mos. 1933
	New Books	New Editions	Totals	Totals	Totals	Totals
Philosophy, Ethics	17	3	20	12	85	96
Religion, Theology	36	2	38	54	214	244
Sociology, Economics	45	6	51	47	249	255
Law	5	1	6	7	26	20
Education	10	—	10	10	73	66
Philology	16	1	17	24	81	93
Science	32	3	35	35	142	155
Technical Books	5	3	8	18	63	79
Medicine, Hygiene	30	6	36	20	107	113
Agriculture, Gardening	8	—	8	6	31	28
Domestic Economy	5	1	6	4	37	30
Business	11	2	13	11	52	54
Fine Arts	14	1	15	13	67	61
Music	3	—	3	6	17	26
Games, Sports	8	2	10	19	66	59
Literature, General	17	8	25	21	133	105
Poetry, Drama	32	—	32	27	215	213
Fiction	79	21	100	77	740	846
Juvenile	16	8	24	19	115	151
History	24	2	26	48	189	186
Geography, Travel	16	7	23	15	104	103
Biography	25	8	33	35	211	232
Miscellaneous	3	—	3	2	16	22
Totals	457	85	542	530	3033	3237

For May, 1933, the totals were:

New books	477	New Editions	53	Totals	530
Decrease	20	Increase	32	Increase	12

Totals for five months, 1934, show a decrease of 204 from five months, 1933.

BOOKMAKING

A MONTHLY DEPARTMENT

The Updike Imprint

The Merrymount Press Records Its Forty-year History

SEVEN HUNDRED and sixty-two books are described in full bibliographical detail in the check-list of the work of the Merrymount Press, just issued by Harvard University Press, besides hundreds of minor items. The whole has been arranged chronologically by years of publication from 1893 to 1933.

This check-list was compiled by Julian P. Smith of New York, head of Macmillan's manufacturing department, well known as a collector of Updike printing, and has been prefaced by "Notes on the Press and Its Work" by Daniel Berkeley Updike, an important record giving much new information about his forty years of printing activity.

"To make work better for its purpose than was commonly thought worth while" has been the watchword of the Press from the beginning, and the variety and interest of this catalog indicate how conscientiously Mr. Updike lives up to this motto.

The volume will be useful to many different libraries for many different purposes. The public or college library which segregates its collection of American bookmaking will find here the authoritative check-list of this important imprint. Collectors—and there are few who do not have some Merrymount items on their shelves—will find here suggestions for many other books they will wish to acquire. The rare and second-hand book dealer will have in this volume a guide to proper cataloging of books being sought by many buyers.

It is interesting to note the breadth of the influence the Merrymount Press has had on many types of books—trade books, history, fiction, poetry, bibliography, liturgical books, and many forms of privately printed

NOTES

On the Merrymount Press & its Work
By DANIEL BERKELEY UPDIKE

With a Bibliographical List of Books
printed at the Press
1893-1933

By JULIAN PEARCE SMITH

With Views of the Press at Various Periods
Specimen of Types alluded to
etc. etc. etc.



Cambridge
HARVARD UNIVERSITY PRESS
1934

*Title-page of the Merrymount Press checklist
just published by the Harvard University
Press*

memoirs. Something over two hundred of these books might be considered general trade books. The largest number of these was printed for Crowell, who for over a period of twenty years had fifty books designed by Merrymount. Scribner has had thirty-three;

McClurg, eleven; Longmans, ten; R. H. Russell, nine; Oxford, nine; Brentano, six; Dodd, Mead, five. There are some forty other publishers who had books done from time to time in the way in which only the Merrymount Press can do them.

In the field of liturgical printing the Merrymount Press, Mr. Updike and his partner, John Bianchi, working together, have had marked influence on American standards. The most important early book of the Press was "The Altar Book," the story of which Mr. Updike tells in his introduction, and one of the most notable undertakings of recent years was "The Book of Common Prayer," issued in 1930, and scattered through the list are many books of service or church programs, including the little service book of the dedication of St. George's Chapel, now one of the most prized of collectors' items.

This volume just issued is a model of bibliographical printing, but American bibliography has many other debts to the Merrymount Press, including the famous John Carter Brown catalog with its scholarly handling of typographical details which necessitated scores of special characters in the setting. Then there are the many books on booktrade history, including "The Boston Book Market" by George Littlefield, "The Colonial Printer" by Lawrence Wroth, as lovely a book as the Press has turned out, the scarce book on Isaiah Thomas by Charles Lemuel Nichols, the volume on John Baskerville by Benton, and the series of books on *American Library Pioneers*, in which four volumes have been issued.

Brentano's two-volume edition of Cellini will always be thought of as one of the fine examples of the Press and as perfect a library edition of the classic as a booklover would wish, and the same might be said of the edition of "The Brothers Karamazov," prepared for the Limited Editions Club last year, or Washington Irving's "Knickerbocker New York" thirty-five years ago and a difficult book to find now.

Edith Wharton, it was, who insisted on having her early books printed at the Merrymount Press, Scribner's having already used the Press for other titles. There are four Wharton first editions that are Merrymount Press items, also "The Book of the Homeless" edited by Mrs. Wharton. Perhaps there has been no better example of the sales value of careful typography than Scribner's little

series which included Stevenson's "Christmas Sermon," a volume that sold by the thousands and was followed by other books in similar format.

The Press's sound ideas on trade publications are all well evidenced in the beautiful 12mo series of the *American-Scandinavian Classics* which has run into many volumes.

There are some books in this check-list which the trade may have forgotten were Updike items, such as J. A. Mitchell's tremendously popular "Amos Judd" of 1901, Charles W. Eliot's "The Happy Life," Crowell, 1905, "The Poems of Tennyson" edited by Henry Van Dyke, Ginn & Company, 1903, "The Ruling Passion" by Henry Van Dyke, Scribner.

It is pleasant to realize, after checking through all the books of the Press, that there are no finer specimens of its work than those books which Mr. Updike has himself written, the two noble volumes on "Printing Types," as creditable for bookmaking as they are for scholarship, the delightful and provocative essays in the volume entitled "In the Day's Work," 1924, More's "Dissertation Upon English Type Founders," which Mr. Updike edited for the Grolier Club in 1924, and now this "Notes on the Merrymount Press and Its Work," with its welcome check-list.

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Full Trim: A Bias on Current Bookmaking

EVELYN HARTER

THE BOOK CLINIC exhibition of Trade Books which opened May 23rd at the New School for Social Research, does not, as those who have followed the show in previous years, know, pretend to the exclusiveness of the annual Fifty Books Show, also sponsored by the American Institute of Graphic Arts. It is non-competitive, and no book priced at more than \$5.00 may be shown.

This year some ninety books made by members of the Clinic are on display. Under the chairmanship of Robert Josephy the books have been effectively displayed: two copies are shown in the cases, one open and one closed, and on the walls are hung panels on which interesting pages from the book have been arranged—contents lists, chapter openings, title-pages, half-titles, etc.

If these books were actually to be put through an inspection similar to hospital outpatient tests for human beings, some would be found with maladies comparable to flat feet and low blood-pressure, but on the whole none would be disqualified for downright physical disability. This show seems to us better than the two previous shows. It was limited this year to the work of people who have actually been attending Clinic meetings, and whether the higher general level results from the fact that the Clinic succeeds in putting book-planners on the alert, or whether only people who are interested in improving their books are attending the Clinic meetings is a question.

It is difficult to point out any two or three books in the show in which one can take an absolute satisfaction and say: "Here are the best books of the last year and a half." Perhaps a different approach from this acutely-selective method is suggested by the Clinic exhibition. As manuscripts roll on to the production man's desk, he picks up each in turn and handles it as best he may amid the tumult and the shouting. Is not a general high level—in materials, good taste and thoughtfulness of execution—as real and as important as the production of one exquisitely right book? We know of publishers who

make 95% of their books by a conspicuously mediocre standard, but who once or twice a year hire an eminent designer and give a book "the works." We are glad to have the book so produced but we believe that the publisher who, year in and year out, publishes books, which are cleanly and legibly made, deserves more honor.

A number of books on which we have commented during the last year hold their heads high in the present exhibition: one remembers the strange and lovely combination of sienna and gray lithographs by Lynd Ward in "The White Sparrow" (Macmillan), the splendid arrangement of text and drawings in "Paris to the Life" (Oxford), the sharp original title-page and chapter openings of "Evelyn Prentice" (Knopf), the excellent illustrations in "The Brothers Karamazov" (Random House), and the careful planning and brilliant printing of "Aesop's Fables" (Viking).

Others which bring themselves prominently to attention in the exhibition are "The Making of Americans" (Harcourt, Brace) with its interesting simplicity, "Garrets and Pretenders" (Covici, Friede) with its well-planned two-color title-page, "Tattoo" (Simon and Schuster) with a striking binding of dark blue cloth with bright labels (it suggests the binding of a child's book, but that may be justified by the child-like subject), "The Black Mountain" (Knopf) with its intricate Dwiggins design on the title-page in a fine shade of red, "The Collected Prose of Elinor Wylie" (Knopf) representing Dwiggins in his simplest manner, and a group of juveniles in various colors, one of the strongest and gayest being "Fortune's Caravan" (Morrow).

The open meeting of the Institute which initiated the exhibition on May 23rd was featured by talks by Paul Hollister, advertising manager of Macy's, and Karl Placht, manager of the Beacon Book Shop of New York. It was to be expected that Mr. Hollister could, from the nature of his work, give something of value about book jackets as a merchandis-

Consider the
SCHOOL SUPERINTENDENT'S
problem...



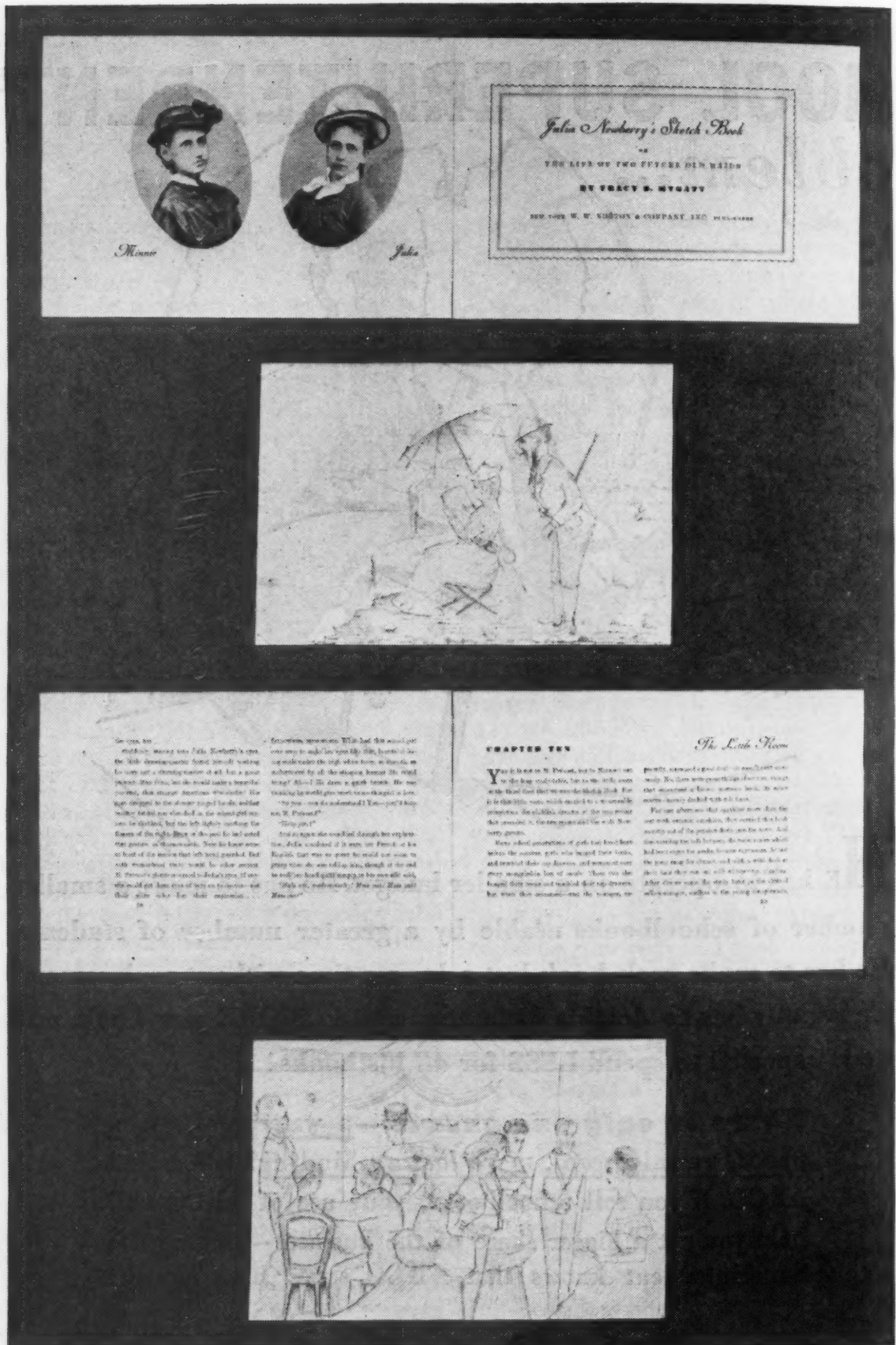
HE has to operate on a smaller budget. He has to make a smaller number of schoolbooks usable by a greater number of students. He has to make each book last a longer time without replacement. He usually has to do this without spending **MORE** per book, and he is expected to spend **LESS** for *all* his books!

There is only one answer—a waterproof, stain-proof, verminproof, more lasting binding! It's called **ARCO**. If you sell schoolbooks, your use of ARCO will help you get a bigger share of the business—because the Superintendent knows that ARCO saves him money!

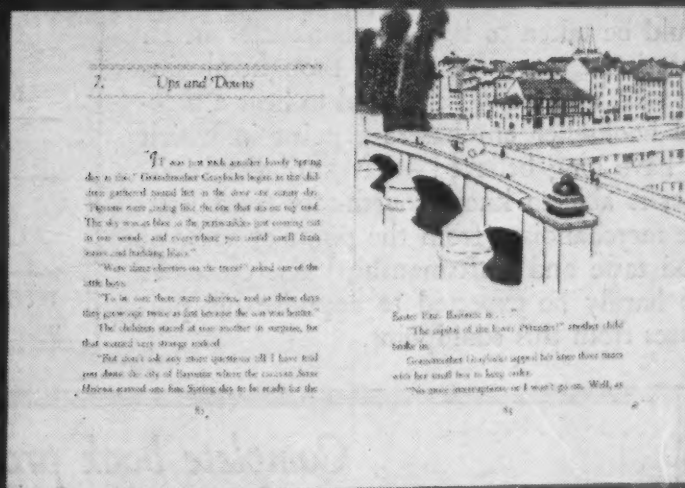
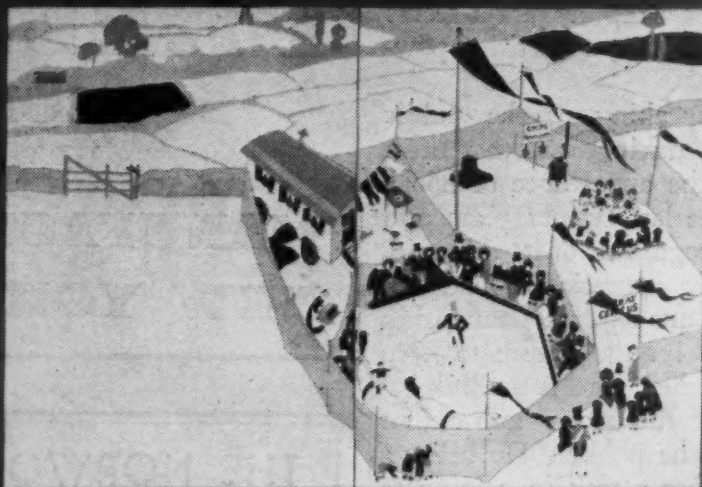
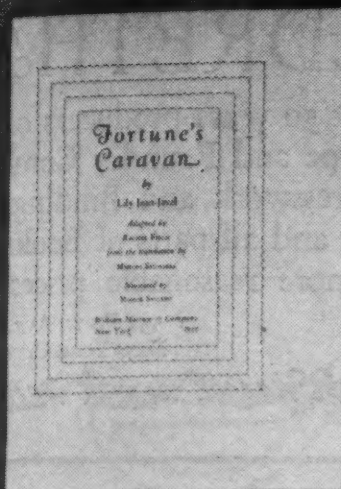
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PROVIDENCE, R. I.
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"Julia Newberry's Sketch Book"—Each book in the Clinic show was displayed on a poster similar to this which enables the observer to compare the relationship of the parts



"Fortune's Caravan"—Printed from line cuts in four colors. These selected pages, mounted on binder's board, make it possible to appraise the idea back of the planning of the book

ing and packing problem. In his clever talk, Mr. Hollister reduced the book jacket to its final absurdities. It was once, he said, a dust wrapper, a kind of slip cover, but now it has become a device for startling the passer-by into some sort of emotional or glandular response. Suggesting that the book itself should be the best sample of what is being bought, he asked why the money that is lavished on jackets should not be spent on bindings.

Where does this leave us? Whether we like it or not, the jacket has become so much advertising space fighting for life on the bookstore counter. Are we to cast out this advertising space, or are we to tattoo the very body of the book with such symbols as will attract those who run? Perhaps some day a different way of merchandising will be found, but the idea of a display jacket seems inherent in our competitive, advertising-powered system.

Karl Placht, in speaking of the public appreciation of book-making, said that there was no doubt that the appearance of books had improved in the last twenty years and that the public was cognizant of it. He said, however, that public appreciation had not grown as fast as the quality of craftsmanship and that one reason for the failure to keep up was in the bookseller, who is the link between the creators of the book—both author and producer—and the public. He believes that the bookseller has a task in helping to bring the public and those who make books closer together and suggested that means should be taken to help the bookseller in an educational way. It was a thoughtful sincere talk, and we were pleased to hear a practical bookseller emphasize a point in which we have long believed—that until the bookseller is able to know fourth-rate from first-rate merchandise (from the point of view of good taste and craftsmanship) the customer can hardly be expected to appraise his purchases from this standpoint.

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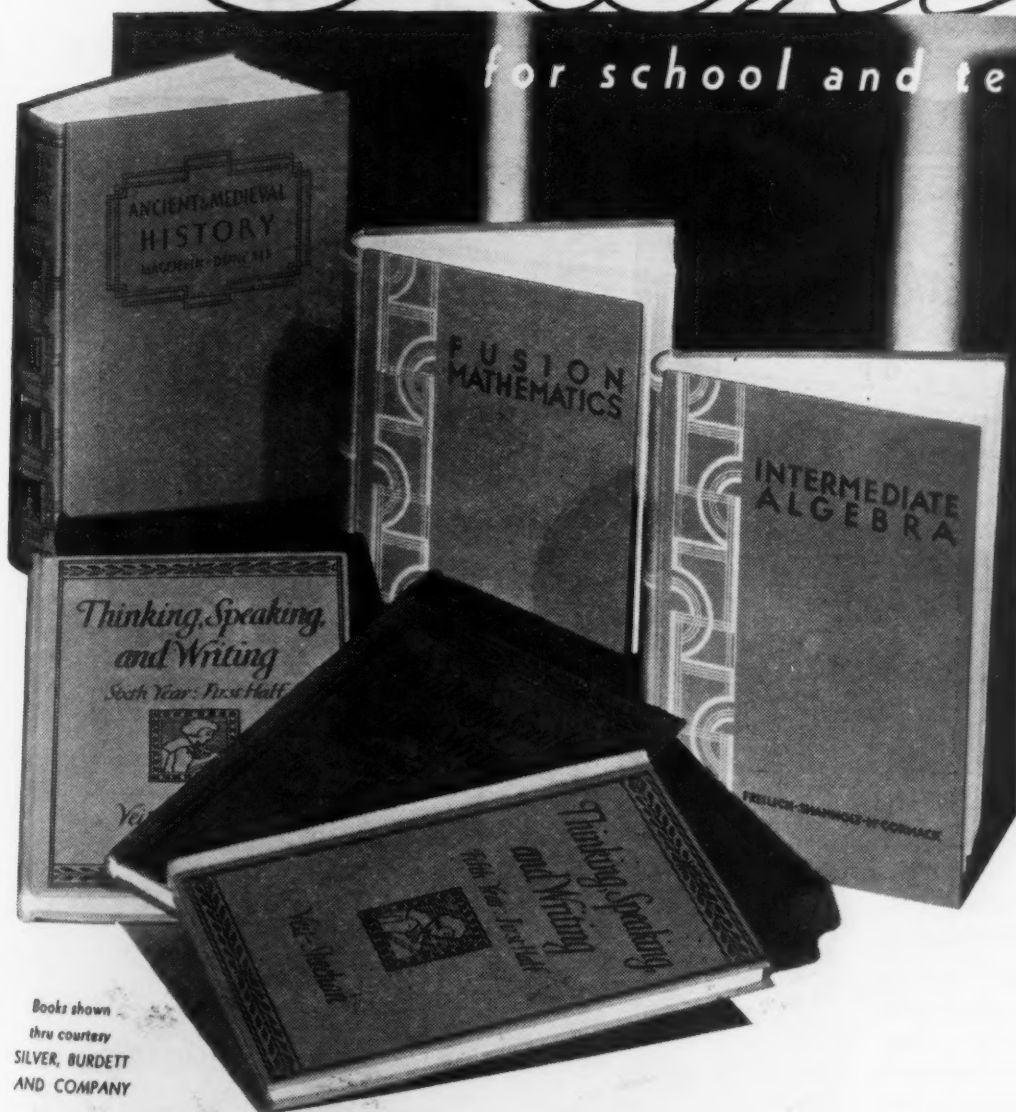
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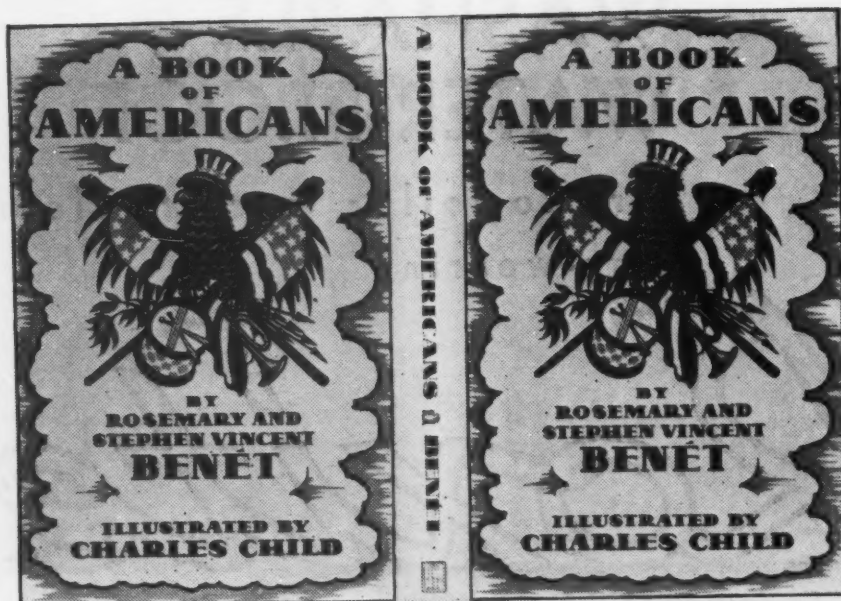


Books shown
thru courtesy
SILVER, BURDETT
AND COMPANY

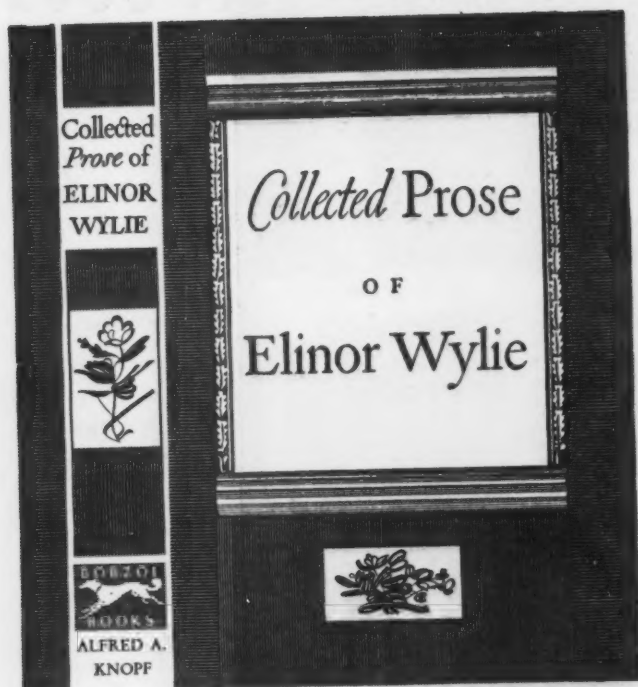
Holliston

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Several of the jackets shown at the first Fifty Jackets Show are reproduced here. Left: The design on "A Book of Americans" (Doubleday) in red, white and blue extends all the way around the book. Below: the jacket for "Upsurge" (F. & R.) is dramatic in black and white



Above: A simple design in black and red adequately sets off "Collected Prose of Elinor Wylie" (Knopf). Right: The jacket for "Pageant" (Appleton-Century) is a splendid poster in red and blue, which unfortunately does not reproduce to advantage



• TRADE **LINOTYPE** MARK •

JUST A "KISS" . . .

BODONI is the hero of this story. It's a crisp, he-man type, anyhow. The heroine, of course, is the paper. And, like all modern heroines, the paper should be a "smoothie" . . . and as hard as some of Hemingway's characters.

Bring these two together, not in a clinch, but with a "kiss" impression . . . and you achieve a perfect wedding. Each page has the color that reveals close harmony between the type and the paper.

But don't try to force a shotgun wedding between Bodoni and a soft paper. There are other Linotype faces to aid and abet that kind of a match! Mergenthaler Linotype Company, Brooklyn, New York.



This jacket by Kathleen Voute divided first prize in the jacket show held by Madeleine Boyd with a design by Florence Riefler. Miss Boyd plans to hold another show in October to aid publishers in selecting designs for Spring publications

Harry Gage Again Elected A. I. G. A. President

HARRY A. GROESBECK was reelected honorary president of the American Institute of Graphic Arts, and Harry L. Gage was reelected president at the Annual Business meeting of the Institute which followed the openings of the Fifty Book Jackets Show and the Third Annual Exhibition of the Book Clinic at the New School for Social Research on May 24th. Allen H. Eaton was elected first vice-president; F. W. Schaefer, treasurer; Melvin H. Loos, director for one year to fill the vacancy caused by the death of Hal Marchbanks, and Fred Singleton, Philip Hofer and Melbert B. Cary, Jr., directors for three years. Blanche Decker was reelected executive secretary. Local honorary vice-presidents elected were: Charles C. Lane, N. Y.; Captain G. F. J. Cumberlege, N. Y.; Dr. Hellmut Lehmann-Haupt, N. Y.; Frederick W. Goudy, N. Y.; C. G. Littell, Chicago; R. T. Aitchison, Wichita, Kansas; F. A. Whiting, Washington, D. C.; Warren G. Davis, Worcester, Mass.; H. Stanley

Marcus, Dallas, Texas; H. H. Taylor, San Francisco, Cal.; Irving K. Annable, Boston, Mass., and Nelson E. Amsden, Cleveland, Ohio.

At the opening of the two exhibitions, Paul Hollister, executive vice-president of the R. H. Macy Co., and Karl Placht of the Beacon Bookshop were speakers, with Harry L. Gage in the chair. Mr. Hollister made a very amusing satirical speech in which he attempted to show that while book jackets were pretty useless they gave a lot of employment and were therefore a good thing.

"This formidable display is the first formal exhibiton of American book-jackets," Mr. Hollister said. "A gentle young man climbed out onto the New York Central tracks near Rochester, took a perfumed handkerchief from his pocket, and waved it pettishly down the track toward an oncoming train. The train slackened no speed. He waved again, with a touch of irritation. The engineer, as the train roared down on the young man, saw that apparently the figure on the tracks

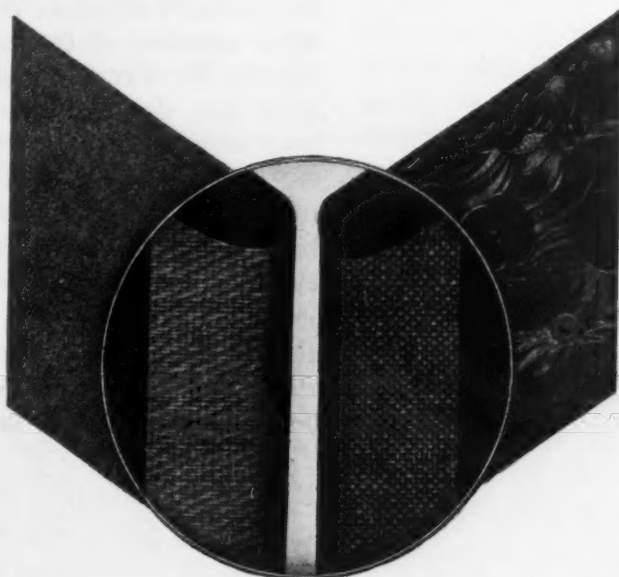
was determined to end all, and jammed on the brakes, and the locomotive screamed to a stop. Purple in the face, the engineer roared: 'What the hell are you doing? Don't you know this is the Twentieth Century, and that we're twenty minutes late now?' And the young man answered 'That's just it—where have you been?'

"I ask you, if this is the first exhibition—where have book-jackets been all this time? It was my recollection that I had seen book-jackets for a long time back. Is their collection here, under the gravest auspices, only their induction into the classification of Art?

"How did they start? Folks used to call them dust-wrappers—is that a clue? Did dust increase, or decrease? Is the rise of the book-jacket only one segment of a circle-riding attack aimed to hem us all within a shrinking hollow-square of cleanliness, fighting for our lives and good clean dirt? Or is there something more than dust involved? Have the publishers come to the conclusion (since the Ulysses decision) that the less dirt you can find on the outside of a volume, the more you'll look for inside?"

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Book Cloth Code Signed

ON MAY 3RD the Code of Fair Practice for the Book Cloth and Impregnated Fabrics Industries was approved by the President. This group has been made a section of a three-part code which included the Window Shade Institute and the Leather Cloth and Leather Fabric Institute.

The Book Cloth and Impregnated Fabrics Industries employed, according to the code, 392 people last year. Under the code, it adopts the forty-hour week and a minimum wage of 35c in the North and 32½c in the South. The Institute plans to protect itself against foreign competition by an article which says that the Control Committee may inform the President of any situation in which foreign importations are selling on a price basis in this country below cloth of domestic manufacture. Some of the clauses which affect the book cloth industry and therefore bear on book publishing are as follows:


(3) Each Member of the Book Cloth Industry shall file with the Secretary of the Institute, his price schedules, price lists, and discount sheets, for all classes of customers covering all products of said Industry, including therein base prices, net prices, delivery points, terms, discounts, allowances, and all conditions relating to or in any wise affecting any sale of such goods, whereupon the Institute shall immediately cause copies of the same to be sent to members of the Industry. These shall be available to all interested parties.

(b) Revised price schedules, price lists, discount sheets, and conditions of sale may be so filed by the respective members of the Leather Cloth and Book Cloth Industries from time to time thereafter, effective upon the dates specified therein, provided the same shall be filed with the Secretaries of the respective Institutes not less than three (3) days in advance of the effective dates thereof.

(c) If, in the event of any such revision by any member of either of said Industries, another member of the same Industry should elect to file a revision of his price schedules, price lists, discount sheets, terms and conditions of sale to meet such revisions, such subsequently filed revisions may be made effective upon the date when the revisions first filed in the particular Industry shall go into effect. Copies of any such revisions of price lists mentioned in this Sub-Section (c) and the preceding Sub-Section (b), with notice of the effective dates of the same, shall be similarly and promptly distributed.

(d) No member of the Leather Cloth or Book Cloth Industries shall sell, directly or indirectly, by any means whatsoever, any products of said Industries at a price lower or at discounts greater or on more favorable conditions of sale or terms of payment than those provided in his current price schedules, price lists and/or discount sheets, filed and distributed as herein provided.

(e) When the Control Committee for the Leather Cloth Industry determines that an emergency exists in the Industry and that the cause thereof is destructive price cutting such as to render ineffective or seriously to endanger the maintenance of the provisions of this Code, the said Control Committee may cause to be determined the reasonable cost of the products of the Industry, such determination to be subject to such notice and hearing as the Administrator may require. The Administrator may approve, disapprove, or modify this determination. Thereafter, during the period of the emergency, it shall be an unfair trade practice for any member of the Industry to sell or offer to sell any products of the Industry for which the reasonable cost has been determined at prices and/or upon such terms or conditions of sale, that the buyer will pay less therefor than the reasonable cost of such products.

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When it appears that conditions have changed, said Control Committee upon its own initiative or upon the request of any interested party, shall cause the determination to be reviewed.

(f) Many members of these Industries sell their products to industrial users, retailers, jobbers, wholesalers, distributors and converters. Accordingly, members of these Industries may enter into agreements relating to the resale of the products of these Industries at prices and upon terms, discounts or conditions which are not less, nor more favorable to the purchaser thereof than those contained in the schedule or schedules of any member of these Industries, who may be a party to any such agreement, in effect at the time of any such resale or resales.

Testing Paper by Heat

AN INVESTIGATION of the permanence of papers conducted at the National Bureau of Standards indicates that heating paper at an elevated temperature provides a convenient means of accelerating the normal aging effects which take place in papers kept under favorable storage conditions.

Some book papers were retested after four years of normal aging for chemical purity and strength. Many of the papers had suffered marked change in strength, particularly in folding endurance. The papers were placed by normal aging in approximately the same order of stability foretold by the accelerated aging tests conducted four years previously. This test determines the effect of a heat treatment at 100° C for 72 hours on various physical and chemical properties, but particularly on the folding endurance, since it is one of the properties most sensi-

tive to heat or normal aging. In general, the papers with the highest chemical purity were the most resistant to deterioration by heat or normal aging, while those with the least desirable initial properties underwent the more rapid deterioration.

Workshop Adds Summer Session

THE WORKSHOP in "Printing Design and Production," which has been carried on this winter under the direction of Joseph Blumenthal of the Spiral Press at the New School for Social Research, will be open during the summer on Tuesday nights. A limited number of new students will be admitted to the present group. In this project, students design, set, print and bind their own books, executing their projects in the private press manner. Applicants for admission to this class should get in touch with the New School for Social Research, 66 West 12th St., New York City.

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The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Ar: Fine Arts **Dr:** Drama **Hi:** History **Po:** Poetry **Sp:** Sports
Bi: Biography **Ec:** Economics **Ju:** Juveniles **Re:** Religion **Tr:** Travel
Bu: Business **Fi:** Fiction **Mu:** Music **Sc:** Science

Adam, Karl

The Son of God; tr. by Philip Hereford. 309p.
 D c. N. Y., Sheed & Ward buck. 3.00
 A study of Christ and the credibility of His divinity.

Andersen, Hans Christian

Andersen's fairy tales. 459p. front. (col.) O
 (Famous b'ks for young Americans) [n. d.] N. Y.,
 Burt .50

Armstrong, Edward

Italian studies; ed. by Cecilia M. Ady. 364p. O
 '34 N. Y., Macmillan 5.00

Baker, Hugh

Cartwright is dead, sir! 265p. D c. Bost.,
 Houghton 2.00
 As the fruit steamer Napoe placidly pursued its
 course from New Orleans to Puerto de Oro the quar-
 termaster was mysteriously murdered while he stood
 at the wheel.

Baker, Willard F.

Western stories for boys; 4 v. in 1. 848p. front.
 O [c. '34] N. Y., Cupples & Leon 1.00

Bargery, Rev. G. P., comp.

A Hausa-English dictionary and English-Hausa
 vocabulary; with some notes on the Hausa people
 and their language by D. Westermann. 1280p. O
 '34 N. Y., Oxford 10.00

Barry, Philip Beaufoy

The joyous season; a play. 168p. D c. N. Y.,
 S. French 2.00
 A comedy of modern American life produced in New
 York this season.

Bassett, Sara Ware

Twin Lights. 307p. D (Copyright fiction) [c.
 '32] N. Y., Burt .75

Baten, Anderson Monroe

Why are you standing still. 96p. front. (por.) D
 [c. '34] [Dallas, Tex., Author, 628 Allen Bldg.]
 bds., 1.50
 Advice and philosophy for those who are discouraged.

★ Re

Bellin, Mildred

Modern Kosher meals; recipes and menus ar-
 ranged for each month of the year based on current
 food supplies. 122p. D c. N. Y., Bloch Pub. Co.
 1.00

Bergling, John Mauritz

Art monograms and lettering; for the use of en-
 gravers, artists, designers and art workmen; 13th
 ed.; 1 v. ed. 96p. il. Q c. '08-'34 Chic., Author,
 6521 Bosworth Ave. 3.75

Berners, Gerald Hugh Tyrwhitt-Wilson, 9th baron

First childhood. 273p. il., map O [c. '34] N. Y.,
 Farrar & Rinehart 2.50
 The childhood reminiscences of Lord Berners, an
 English composer and artist.

Biederwolf, William Edward

The adventure of the hereafter; rev. ed. 172p. D
 [c. '30, '34] N. Y., Harper 1.50

Bindloss, Harold

Valley gold. 355p. D '34 N. Y., Stokes 2.00

Bird kingdom (The); a truthful presentation of bird life. no p. il. Q [c. '34] Chic., Orthovis Co.

Another collection of three-dimensional pictures of
 groups at the Field Museum, to be viewed with the
 ortho-scope attached to the book. A companion volume
 to "The Animal Kingdom." Other volumes are planned
 for publication.

Blanchard, Frederic Thomas

The art of composition. 783p. (bibl. notes) il.,
 diags. O [c. '34] Bost., Ginn 2.40
 A textbook for college classes in English composition.

Blasco Ibañez, Vicente

Los muertos mandan (novela); ed. by Frederick
 Augustus Grant Cowper and John Thomas Lister.
 228p. (2 bibl.) D c. N. Y., Harper 1.00
 For a second or third year Spanish course.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

- Bliss, Adam, pseud. [Robert Ferdinand Burkhardt and Eve Burkhardt]** **Fi**
Murder upstairs. 320p. D c. Phil., Macrae-Smith 2.00
A double murder startles the guests in Mrs. Penny's select boarding house.
- Bogardus, Emory S.**
Sociology [college textbook]. 426p. (bibl.) D '34 N. Y., Macmillan 2.50
- Brebner, John Bartlet and others, eds.**
Classics of the western world; forewords by John Erskine and Everett Dean Martin; 2nd ed. rev. 128p. (bibls.) S '34, c. '27, '34 Chic., Amer. Lib. Ass'n pap., 1.00
- Briggs, Thomas Henry and others, eds.**
English literature. 782p. (bibls.) il. (col. front.) O (Lit. in senior high school) [c. '34] Bost., Houghton 2.12
A textbook and anthology.
- Buchanan, F.** **Po**
The wilderness, and selected short poems. 44p. D '34 N. Y., Oxford 1.50
- Buck, Philo M., jr., ed.**
An anthology of world literature. 1028p. O '34 N. Y., Macmillan 4.00
- Burkhard, Oscar Carl**
Sprechen Sie Deutsch! 280p. il., map (col.) D [c. '33, '34] N. Y., Holt 1.44
The elements of German grammar for a beginning course in high school or college.
- Calkins, Earnest Elmo**
Care and feeding of hobby horses; introd. by Walter B. Pitkin; bibl. comp. by Hugh Brotherton. 112p. (48p. bibl.) D (Leisure League little b'k no. 1) c. [N. Y.], Leisure League of America, 30 Rockefeller Plaza pap., .25
A general survey of the subject of recreation and hobbies which lists over 700 ways of spending leisure time. The bibliography includes over 1500 books under 218 classifications.
- Carfrae, Elizabeth** **Fi**
The radiant years. 279p. D (Copyright fiction) [c. '32] N. Y., Burt .75
- Chandler, Frank W. and Cardell, Richard A.** **Dr**
Twentieth century plays. 824p. (bibl.) D '34 N. Y., Nelson 4.00; 3 v. ed., 2.00, ea.
- Chinnock, A. Eugenie, and others**
Junior high school composition (ninth grade). 500p. il. (col. front.) D '34 N. Y., Nelson 1.16; 2 v. ed., .84, ea.
- Clark, Chester Wells** **Hi**
Franz Joseph and Bismarck; the diplomacy of Austria before the war of 1866. 652p. O (Harvard historical studies, 36) '34 Cambridge, Mass., Harvard 5.00
- Coe, George W.** **Bi**
Frontier fighter; the autobiography of George W. Coe who fought and rode with Billy the Kid, as related to Nan Hillary Harrison. 234p. il. O c. Bost., Houghton 2.75
A friend and loyal member of Billy the Kid's famous outlaw gang gives a first-hand account of the Lincoln County War, and of the exploits of Billy the Kid.
- Coffman, I. D.**
State university; its work and problems. D '34 Minneapolis, Univ. of Minn. Press 2.50
- Conclusions and recommendations of the Commission;** report of the Commission on the Social Studies. 179p. (bibls.) D (Amer. Historical Ass'n pub'n) [c. '34] N. Y., Scribner 1.25
The conclusions resulting from a five-year investigation of social science instruction in the schools.
- Cowley, Malcolm**
Exile's return; a narrative of ideas. 308p. D [c. '34] N. Y., Norton 3.00
A study of the "lost generation" of American writers—Hemingway, Fitzgerald, Faulkner, Dos Passos, Josephson and others. It defines their art and relates their experiences.
- Craig, Alice Evelyn**
The junior speech arts [secondary school text b'k]. 484p. il. D '34 N. Y., Macmillan 1.40
- Cromwell, James Henry Roberts** **Ec**
What is sound money? and who will control it, England or America? 64p. diags. D c. N. Y., Economic Forum, 66 W. 12th St. pap., .25
A brief discussion of present monetary problems.
- Crowther Samuel**
Public opinion, private business and public relations. no. p. D [c. '34] N. Y., Liveright pap., .25
- Daggett, Stuart**
Principles of inland transportation; rev. ed. 919p. (bibls.) il., maps, diags. O '34, c. '28, '34 N. Y., Harper 4.00
- Advances in health education;** as evidenced at the seventh Health Education Conference arranged by the American Child Health Association. 311p. (bibl. footnotes) diags. O c. N. Y., Amer. Child Health Ass'n pap., 1.50
- Amster, I.**
Modern problems in commercial law. 200p. D '34 N. Y., Globe B'k apply
- Andrade, Manuel J.**
Quilente. 140p. O (Extract from Handb'k of Amer. Indian Languages, v. 3) [c. '34] N. Y., Columbia Univ. Press pap., 2.00
- Atkinson, Donald Taylor**
External diseases of the eye. 704p. (bibls.) il. O c. '34 Phil., Lea & Febiger 7.50
- Blacker, C. P., M.D., ed.**
The chances of morbid inheritance. 460p. il., diags. O (Wm. Wood pub'n) '34 Balt., Williams & Wilkins 5.00
- Blair-Bell, William, M.D.**
Principles of gynecology; new 4th rev. ed. 846p. il. (pt. col.) (Wm. Wood pub'n) '34 Balt., Williams & Wilkins 10.00
- Bradford, Louis J. and Eaton, Paul B.**
Machine design; 3rd ed. 289p. O '34 N. Y., Wiley 3.00
- Brunner, Edmund deS.**
The larger parish; a movement or an enthusiasm? 104p. (bibl. footnotes) O [c. '34] N. Y., Inst. of Social & Religious Research pap., .50
- Buck, Robert W., M.D.**
The essentials of physical diagnosis. 259p. il. '34 Phil., Saunders 3.00
- Clayton, H. Helm, ed.**
World weather records; continued from v. 79, 1921-1930. 622p. O (Smithsonian misc. coll. v. 90, pub'n 3218) '34 Wash., D. C., Smithsonian Inst. pap., apply
- Crile, George Washington, M.D.**
Diseases peculiar to civilized man; clinical management and surgical treatment; ed. by Amy Rowland. 438p. (19p. bibl.) il., diags. O c. N. Y., Macmillan 5.00

Daly, James J. Po
Boscabel and other rimes. 86p. O (Science and culture ser.) '34 Milwaukee, Bruce 1.50

Deland, Mrs. Margaret Wade Campbell Fi
Captain Archer's daughter. 323p. D (Copyright fiction) [c. '32] N. Y., Burt .75

Dickens, Charles
David Copperfield; school ed., ed. by Merrill Paine. 490p. '34 N. Y., Harcourt 1.00

Doone, Radko Ju
Nuvat the brave; an Eskimo Robinson Crusoe. 194p. il. O [c. '34] Phil., Macrae-Smith 2.00
The story of an Eskimo boy who was carried away on an ice-floe and did not see his family again for two years.

Douglass, Harl Roy and Boardman, Charles Willis
Supervision in secondary schools. 580p. (bibls.) diags. D (Riverside textb'ks in educ.) [c. '34] Bost., Houghton 2.75
A practical guide and textbook on the supervision of instruction in high schools.

Drago, Harry Sinclair [John Wesley Putnam, Grant Sinclair, Stewart Cross, pseuds.] Fi
The wild bunch. 518p. O (Burt's mammoth ser.) [c. '22-'34] N. Y., Burt 1.00

Ehrlich, Frederic
The new typography and modern layouts. 120p. il. F [c. '34] [N. Y., Stokes] 5.00
The history and basic principles of modern typography and layouts, told in text and illustration. The author is instructor in design and layout at the New York Employing Printers' Association.

Entwistle, William J., ed.
The year's work in modern language studies; v. 4. 214p. O '34 N. Y., Oxford 2.50

Erskine, John Fi
Bachelor—of arts. 331p. D [c. '33, '34] Ind., Bobbs-Merrill 2.50
A modern romance—the story of a boy's four years at Columbia University.

Fairchild, Henry Pratt
General sociology. 634p. O (Wiley social sci. ser.) '34 N. Y., Wiley 3.75

Feeley, Joseph Martin
Decyphering Shakespeare; work sheets in the Shakespearean cypher. various p. O c. Rochester, N. Y., Author, 295 Maplewood Ave.
flex. lea. cl., 2.00; pap., 1.00

Dunlap, Knight
Civilized life; the principles and application of social psychology. 384p. O (Wm. Wood pub'n) '34 Balt., Williams & Wilkins 4.00

Fixel, Arthur E.
False financial statements: remedies of defrauded creditors; 2nd ed. O '34 Albany, N. Y., M. Bender lea. cl., 8.50

Federal Revenue Act of 1934; with amended or un-repealed provisions of 1926, 1928 and 1932 Acts, and footnote comparisons to income tax provisions of 1928 and 1932 Acts, as well as tables showing computation of income, estate and gift taxes. 255p. O c. '34 [N. Y.], Prentice-Hall pap., 2.00

Fleishfarb, J. E.
Exercises in precis writing. 36p. D '34 N. Y., Globe B'k pap., .20

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An attempt to prove the existence of a cipher in the Shakespeare First Folio.

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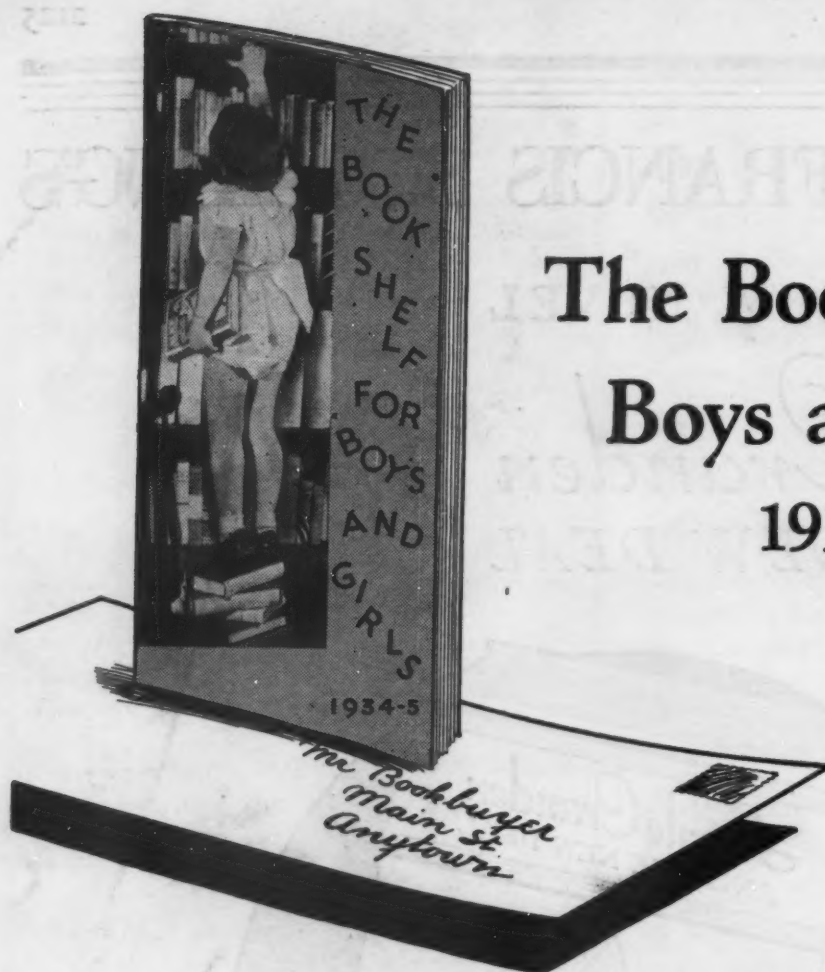
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